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Retailers Applaud Announcement on the Affordable Care Act

For Immediate Release

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Retailers Applaud Announcement on the Affordable Care Act New Regulations Will Assist Small Business Owners & Help Businesses Comply

WASHINGTON, February 10, 2014 – The National Retail Federation today issued the following statement from Vice President and Employee Benefits Policy Counsel Neil Trautwein on the Administration's announcement on the Affordable Care Act:

"The Administration should receive a gold medal for recognizing the enormous complexities of the Affordable Care Act, and its agility and flexibility in working with retailers and others in crafting these much-needed and commonsense reforms and revisions.

"Continued simplicity, streamlining and clarification of the Affordable Care Act are in the best interest of employers and employees and the Administration and Congress. The National Retail Federation will continue its constructive conversations with Congress and the Administration as it helps its members with compliance.

"The retail industry appreciates the cooperation and responsiveness of the Administration and Department of Treasury in this process."

NRF is the world's largest retail trade association, representing discount and department stores, home goods and specialty stores, Main Street merchants, grocers, wholesalers, chain restaurants and Internet retailers from the United States and more than 45 countries. Retail is the nation's largest private sector employer, supporting one in four U.S. jobs – 42 million working Americans. Contributing \$2.5 trillion to annual GDP, retail is a daily barometer for the nation's economy. NRF's This is Retail campaign highlights the industry's opportunities for life-long careers, how retailers strengthen communities, and the critical role that retail plays in driving innovation. www.nrf.com.

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