



JIM DOYLE
GOVERNOR
STATE OF WISCONSIN

March 30, 2006

TO THE HONORABLE MEMBERS OF THE SENATE:

I am vetoing Senate Bill 268. This bill would exempt rental-purchase agreements from various provisions of the Wisconsin Consumer Act and modify how the rent-to-own industry is regulated in Wisconsin.

The Wisconsin Consumer Act has for decades provided strong protections for Wisconsin consumers. As Attorney General, I successfully fought in the courts to assure that the Wisconsin Consumer Act applied to rent-to-own transactions. While SB 268 includes some significant improvements over past legislative efforts, I am not satisfied that this bill adequately protects consumers.

Moreover, the Departments of Agriculture, Trade and Consumer Protection and Financial Institutions both recommend that I veto SB 268. DATCP and DFI have found no reason to give special treatment to the rent-to-own industry, and have raised substantial concerns about the numerous protections that consumers would forfeit under the bill. I agree with DATCP and DFI, and I simply cannot sign SB 268 into law.

Respectfully submitted,

JIM DOYLE
Governor