



NATIONAL FRATERNAL ORDER OF POLICE®

1-800-451-2711 • 615-399-0400 • FAX 615-399-0400

GILBERT G. GALLEGOS
NATIONAL PRESIDENT

JERRY W. ATNIP
NATIONAL SECRETARY

February 17, 2000

Mr. Arthur C. Martinez
Sears Roebuck and Company
3333 Beverly Road
Hoffman Estates, IL 60179

Dear Mr. Martinez:

I received information about the cancellation of the contract between Sears Roebuck and Company and Benetton. On behalf of the 285,000 members of the Fraternal Order of Police, I thank you for your courageous stance. You serve as an excellent example of corporate responsibility and sensibility. Sears Corporation has obviously chosen to stand up for what is right and in the best interest of the American people rather than the corporate dollar.

I agree, the death penalty is a controversial issue which must be addressed by the American people. We have chosen to have a death penalty in this country as a means to punish those who commit heinous crimes. This is a debate which should take place within the United States in the context of our criminal justice system, not in response to the views of those who do not understand our system.

It is obvious Benetton did not consider the views of law enforcement and especially the victims of violence. They chose to parade murderers before the world as a gesture of martyrdom, but in a deceitful manner. Quite frankly, they chose not to tell the whole story, which was an insensitive disservice to families who have been victims.

Again, I applaud your actions. Hopefully other corporations who carry Benetton's merchandise and advertisements will have the same courage.

Sincerely,

Gilbert G. Gallegos
National President