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FOR IMMEDIATE RELEASE

**THE VALLEY INDUSTRY AND COMMERCE ASSOCIATION (VICA) ANNOUNCES
OPPOSITION TO BALLOT MEASURE THAT DISCONNECTS CALIFORNIA AND
THREATENS OUR ECONOMY**

SACRAMENTO – The Valley Industry and Commerce Association (VICA), one of the most influential business advocacy organizations in Southern California, today announced it has joined the diverse coalition of California businesses and organizations opposing the ballot measure that would impose California-only state regulation of the Internet.

“This flawed ballot measure will radically change the way we use the Internet, and will have numerous harmful effects on Valley businesses large and small,” says VICA President Stuart Waldman. “There are numerous provisions in the initiative that are overly burdensome on business, invite a flurry of lawsuits and will have a negative impact on the economy of Southern California.”

With its knowledge of the legislative process and economic issues, VICA ensures that the San Fernando Valley’s business perspective is heard in the interest of improving Southern California’s business climate and quality of life.

VICA joins a growing coalition of California businesses opposed to this measure that disconnects California that is being financed by a San Francisco real estate developer. The measure is unworkable, requiring the internet to operate differently here than anywhere else in the world - limiting our choices, hurting our businesses, and cutting our connection to the global economy.

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