

As shared on the Always Upward blog (AlwaysUpward.com/blog), December 13, 2011:

An Open Letter to Amazon

Dear Jeff Bezos,

We're not shocked, just disappointed.

Despite your company's recent pledge to be a better corporate citizen and to obey the law and collect sales tax, you created a price-check app that allows shoppers to browse Main Street stores that *do* collect sales tax, scan a product, ask for expertise, and walk out empty-handed in order to buy on Amazon. We suppose we should be flattered that an online sales behemoth needs a Main Street retail showroom.

Forgive us if we're not.

We could call your \$5 bounty to app-users a cheesy marketing move and leave it at that. In fact, it is the latest in a series of steps to expand your market at the expense of cities and towns nationwide, stripping them of their unique character and the financial wherewithal to pay for essential needs like schools, fire and police departments, and libraries.

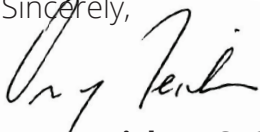
But maybe we've misunderstood.

Even though you've spent millions on lobbyists, fired affiliates in seven states, and threatened to shut warehouses to avoid collecting sales tax, maybe you really mean it now when you say you support a level playing field.

It's up to you to show us.

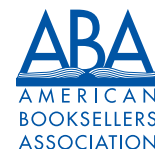
In the meantime, indie retailers remain the heart of countless communities -- offering discovery, energy, support, and unique experiences. See you on Main Street.

Sincerely,



Oren Teicher, CEO

American Booksellers Association



www.bookweb.org