



RETAILERS ASSOCIATION
of MASSACHUSETTS

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Amazon.com's Shameless Holiday Stunt Underscores Unjust Sales Tax System

The Retailers Association of Massachusetts Calls for Legislative Action and Launches Statewide Radio Campaign

Boston, MA -- In light of the Amazon.com shameless holiday season campaign to encourage consumers to use retail stores as showcases for online purchases, the Retailers Association of Massachusetts called for legislative action to end the unfair tax advantages enjoyed by online retailers and launched a statewide radio campaign to encourage holiday shoppers to support local retailers.

"Amazon's latest stunt wouldn't be possible without the 6.25% advantage they enjoy in Massachusetts because state and federal law doesn't require them to collect sales taxes like community-based retailers," said Jon Hurst, President of Retailers Association of Massachusetts. "It is time for Senators Brown and Kerry, our members in the U.S. House of Representatives, as well as our leaders on Beacon Hill to support local retail employers by putting an end to tax advantages online giants now enjoy."

Amazon.com announced yesterday that the company will provide a \$5 discount on items that a shopper price-checks in actual community retail stores then purchases from the online behemoth this Saturday.

"Massachusetts retail businesses hire local workers, pay local and state taxes, support local charities and civic causes, and are a vital part of our Main Streets, city blocks, and shopping malls," said Hurst. "If our elected leaders don't wake up soon and fix this problem, many community-based retail businesses will not survive the predatory tactics of Amazon.com and the other internet giants."

In an effort to remind holiday shoppers to support their local retailers, the Retailers Association of Massachusetts is launching a radio campaign next week. The radio campaign consists of :60 and :30 second spots which state, "there's no place like your hometown for holiday shopping." The ads will run on radio stations statewide. MP3 files of the spots are attached.

“Our retail businesses are working hard to provide holiday shoppers with the highest quality merchandise, competitive prices, and first-class service,” Hurst noted. “While consumers have many choices in this highly competitive environment, we’re hoping they will give their local employers a significant portion of their shopping budget this holiday season.”

The retail sector in Massachusetts employs 631,000 residents, or 17% of all jobs, has total sales of over \$112 billion annually, and collects \$4 billion per year in sales taxes. The Retailers Association of Massachusetts is a statewide trade association of 3,400 retailers and restaurants of all types and sizes.

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