



Your Catalog Advocate!

July 23, 2012

ACMA Leads First Organized Opposition To Big Box Retailers' Campaign To Force Remote Sellers to Collect and Pay Sales Tax

Damage to catalog and Internet marketing community would be disastrous

Washington, DC, July 23, 2012 – The American Catalog Mailers Association Inc. announced its central participation in a new coalition to oppose changes to a law that would overturn the Supreme Court-tested finding that state and local tax collections represent a de facto barrier to interstate commerce. The True Simplification of Taxation (TruST) Coalition, cofounded by ACMA and three other concerned industry associations, represents American businesses in the fight to keep interstate commerce free from unfair tax burdens imposed by states where these businesses have no operations or representation.

“The Constitutional right to sell across state lines is destroyed by more than 9,600 different taxing jurisdictions in the US, each with its own rates, definitions and regulations,” said Hamilton Davison, president of ACMA. “This is a nightmare for remote sellers, many of whom are mom-and-pop businesses without the sophistication to deal with this complexity.”

Responding to pressure by big box retailers, Congress is considering legislatively overturning the Supreme Court in action that could come as early as this year. Without true simplification in retail sales tax schemes, “the Supreme Court decision that tested this matter twice before in 1967 and 1992 should be upheld,” Davison said. “It is vital that the other side of the story be told as there are many misconceptions about this issue in Washington. This move seeks to cure state and municipal budget woes but in reality, this adds less than 1% to total state and local tax revenues while crushing two entire segments of commerce that fuel our economy.”

True Simplification of Taxation was cofounded by ACMA, the Direct Marketing Association, NetChoice, and the Electronic Retailing Association. In addition to advocacy, TruST will be an ongoing resource for those mobilizing against new

remote sales and use taxes, which will slow and harm the growth of catalog and online retail. The Coalition is also launching an aggressive membership campaign. More details on the group's progress to follow soon.

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About ACMA

The American Catalog Mailers Association, Inc. (ACMA) is a Washington-based not-for-profit organization specifically created to advocate for the unique collective interests of catalog mailers in regulatory, public and administrative matters where the shared impact transcends individual company interests. ACMA participates in rulemaking and other proceedings of significance where a single collective voice increases influence and effectiveness. For information, go to www.catalogmailers.org.

About TruST

The True Simplification of Taxation (TruST) coalition is a group made up of leading trade associations and companies that engage in remote sales and marketing including Internet companies and catalogers. Recognizing that an entire segment of the economy was not being represented in the debate, TruST was formed to provide balance to the arguments seeking to make a change to sales tax collections for remote marketers. For information, go to www.truesimplification.org.

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