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PRESS RELEASE

Canadian Heritage Approves Amazon.ca Fulfilment Centre

OTTAWA, April 12, 2010 - Canadian Booksellers Association (CBA) has been informed that the Honourable James Moore, Minister of Canadian Heritage and Official Languages, [announced](#) today that Amazon has been granted approval under the *Investment Canada Act* to establish a fulfilment centre in Canada for Amazon.ca operations.

CBA is disappointed that Minister Moore approved Amazon's application. CBA and its members wrote MPs, government officials and the Prime Minister of Canada to outline our objections and concerns should Amazon be allowed to open up a business in Canada. CBA President Stephen Cribar argued that Amazon's entry into Canada would detrimentally affect the country's independent businesses and cultural industries. Cribar stated that, "letting foreign retail giants into local Canadian markets under the false guise of Canadian partnership would be devastating to an important Canadian industry employing real book lovers in every community across Canada."

Minister Moore states "this decision is based on commitments made by Amazon, which include:

- new jobs for Canadians and improved service for Canadian consumers;
- increased visibility for Canadian books on the [Amazon.ca](#) Web page;
- an investment of over \$20 million, including \$1.5 million in cultural events and awards in Canada and the promotion of Canadian-authored books internationally;
- increased availability of French-language Canadian cultural products;
- the establishment of dedicated staff to assist Canadian publishers and other suppliers of cultural products;
- making more Canadian content available on the Kindle e-reader; and
- creating a summer internship program for Canadian post-secondary students."

"While Heritage contends this decision will be of net benefit to Canada," commented CBA Executive Director Susan Dayus, "CBA maintains this short-sighted ruling will have far-reaching consequences for the entire industry and have a devastating impact on community booksellers and Canadian readers."

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About Canadian Booksellers Association

Canadian Booksellers Association (CBA) is the national trade association representing booksellers from coast to coast to coast. Members include trade, campus, specialty and chain booksellers of all sizes, located in small communities and large metropolitan centres. Since 1952 CBA has been the voice of Canadian booksellers.