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NEWS RELEASE

THE LOUISIANA COALITION FOR E-FAIRNESS SEEKS SUPPORT FOR THE MARKETPLACE FAIRNESS ACT

Baton Rouge, LA. December 10, 2014– The Louisiana Coalition for E-Fairness recently delivered a letter to Representative Steve Scalise requesting his support for the Marketplace Fairness Act and urging immediate Congressional action on E-Fairness. The letter is signed by over 100 Louisiana businesses, organizations and local government officials. "We urge the House to take up this legislation and solve this problem once and for all" says Mark Strella, Program Manager for StayLocal, the New Orleans independent business alliance. "The hard-working business owners of Louisiana are the life-blood of our state's economy, and do not deserve to be put at a government-sanctioned competitive disadvantage for a moment longer."

E-Fairness legislation would level the playing field for all retailers. A rare bi-partisan supermajority of 69 Senators voted for the Marketplace Fairness Act in 2013. It is now time for the House of Representatives to act to ensure this legislation reaches the President's desk. "The House has a prime opportunity to act now to level the playing field for Louisiana retailers that support their communities and collect sales taxes as required by law" says Dawn Johnson, Executive Director for the Louisiana Retailers Association.

Online retailers enjoy an artificial competitive advantage over Louisiana brick-and-mortar retail merchants because they are not required by current law to collect sales taxes on most sales made via the internet. "GNO, Inc. stands with over 100 businesses, trade associations, and elected officials across the state to urge Congress to enact the Marketplace Fairness Act," said Michael Hecht, President and CEO of Greater New Orleans, Inc. "This is not a new tax - it simply closes a loop-hole and levels the playing field for brick-and-mortar businesses in Louisiana and the nation. The result will be fairer conditions for businesses, and more resources for communities."

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The Louisiana Coalition for E-Fairness is a group of businesses, organizations and government entities that support local, Louisiana businesses and E-Fairness. The Coalition is led by Greater New Orleans, Inc; Louisiana Retailers Association; and Stay Local.

FOR IMMEDIATE RELEASE