



Direct Marketing Association

Jerry Cerasale

Senior Vice President, Government Affairs

March 4, 2003

The Honorable Ron Wyden
United States Senate
Washington, DC 20510

Dear Senator Wyden:

On behalf of The Direct Marketing Association, I would like to commend you for the introduction of S. 52, The Internet Nondiscrimination Act. Your legislation, which would make permanent the current ban on the taxing of Internet access and "multiple or discriminatory" taxes on the Internet, is vital to the continued growth of this important medium of commerce.

The DMA strongly supports your legislation, which would protect consumers from new and unfair taxes on e-commerce. As has been often noted, it is important to maintain channel neutrality so that no medium of commerce is unfairly burdened with discriminatory taxation. Your legislation recognizes this point.

Further, by making permanent the ban on taxing Internet access, your legislation provides badly needed long-term certainty in this area. Consumers and businesses need to know that they won't have to start paying new taxes targeted specifically at e-commerce when the current moratorium expires this November. Accordingly, we support your efforts to make permanent the ban on discriminatory taxes against the Internet and e-commerce.

We at The DMA look forward to working with you toward enactment of this important legislation.

Sincerely,

Jerry Cerasale