

FOR IMMEDIATE RELEASE:

**NEW HAMPSHIRE TRAVEL AND TOURISM AND RETAIL MERCHANTS ASSOCIATION
LAUNCH TAX-FREE SHOPPING LOGO**

CONCORD, N.H., August 8, 2007 The New Hampshire Division of Travel and Tourism Development (DTTD) in partnership with the New Hampshire Retail Merchants Association today launched a tax-free shopping logo for use by the states retailers on the eve of the Massachusetts sales tax holiday. The logo, created as a reminder to Massachusetts residents that every day is a sales tax holiday in New Hampshire, prominently displays the phrase Tax-Free Shopping in New Hampshire - 365 Days a Year.

The Massachusetts sales tax holiday is taking place on August 11 and 12; the Bay State is one of eleven states plus the District of Columbia that has instituted a sales tax holiday. The sales tax holiday will suspend the five percent sales tax and apply to purchases up to \$2500.

The New Hampshire Retail Merchants Association will encourage its membership to utilize the logo in marketing materials year-round. The logo was created to support the states retail industry in marketing our unique tax advantage, explains New Hampshire Retail Merchants Association President Nancy Kyle. The Massachusetts sales tax holiday generates publicity and media coverage - and anything that generates interest in retailing and sales tax free shopping benefits New Hampshire retailers and provides them a tremendous promotional opportunity.

New Hampshire has so much to offer - from quaint shops and galleries, to scenic state parks and historic sites, to sparkling lakes and sandy beaches, and traditional festivals and open-air markets. And the shopping in New Hampshire is tax-free every day of the year, Gov. Lynch said. With so many wonderful things to do in New Hampshire this summer, I want to remind shoppers they don't have to schedule their shopping around the schedule of state government in Massachusetts. Because every day in New Hampshire is a tax-free holiday.

ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the states seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit www.visitnh.gov.

