



Dear Maine Legislators,

Please protect small businesses and try to fix LD 1977. While the bill may be well-intentioned, small businesses will suffer if they are not allowed to compete through online advertising.

You may not realize it, but this bill will inflict serious pain on Maine small businesses that use data-powered digital advertising to find customers efficiently, get a bigger bang for their buck than offline advertising, drive sales, and grow their business. This bill will make it harder and more expensive for small businesses to reach new customers.

Please don't overregulate digital advertising tools that small businesses need to get ahead. We urge you to amend LD 1977 to protect Maine's small businesses.

Thank you for your time and consideration.

Sincerely,

Bob White
Owner
The Looney
Moose Case
Stratton, ME

Richard Hesslein
Owner
Raisin'Heel! Backcountry
& Telemark Equipment
Bethel, ME

Donald Gray
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