

# Target to sell Amazon's Kindle e-reader

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(AP) -- Target Corp. says it will sell Amazon's e-reader Kindle in select stores beginning in April.

Target said Wednesday that it will be the first brick-and-mortar retailer to carry the Kindle, which sells for \$259 and is one of Amazon.com Inc.'s best-selling items.

The retailer said it will sell the Kindle at its flagship downtown Minneapolis store and 102 south Florida stores beginning April 25 and begin rolling it out to more Target stores later this year.

Amazon, which is scheduled to report its first-quarter results Thursday, has declined to give specifics about how many Kindle electronic readers it has sold, disclosing only that it is in the "millions."

[Shoppers](#) will now have an opportunity to touch and experience the [Kindle](#) in person before their purchase, giving Amazon better footing against its [e-reader](#) competitors such as Barnes & Noble's Nook reader and Apple's iPad, which comes with electronic book-reading software.

Target, based in Minneapolis, has 1,740 stores in 49 states.

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