

# Amazon to sell \$10 cards for \$5 to lure customers

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Amazon is hoping that five bucks will get you in the door to its local deals site, AmazonLocal.

Amazon.com Inc. will be selling \$10 gift carts for \$5 on Tuesday to people who visit AmazonLocal.com. That's the online retailer's answer to deals sites such as Groupon and LivingSocial. The gift cards are good for anywhere on Amazon.com, not just the local deals site.

Amazon isn't saying how many of the cards it is selling. Last year, LivingSocial sold about 1.4 million of \$10-for-\$20 Amazon [gift cards](#). LivingSocial is part owned by Seattle-based Amazon.

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