

Target phasing out Amazon's Kindle

May 2 2012, By ANNE D'INNOCENZIO , AP Retail Writer

(AP) -- Target Corp. says it's phasing out Amazon.com Inc.'s e-reader Kindle at its more than 1,700 stores and its website.

Target spokeswoman Molly Snyder says the decision to stop selling Kindles this spring follows the chain's evaluation of the prices and quality of its merchandise. The Minneapolis-based retailer started selling Kindles two years ago.

The move coincides with the discounter's steps to create mini shops of Apple Inc. products in 25 of its stores this year.

Despite competition from cheaper [tablet computers](#) such as Amazon's Kindle Fire, Apple's [iPad](#) remains the most popular tablet. Apple Inc. has sold more than 55 million iPads since the tablet's debut in 2010.

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