

Consumer Buzz

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Amazon for Everyone

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Amazon is making sure it appeals to shoppers of all income levels. The company recently introduced discounted Prime memberships for customers who have an Electronic Benefits Transfer (EBT) card. The cost is \$5.99 per month for a year and customers can cancel at any time. Customers not receiving government assistance pay \$10.99 a month for Prime membership or a flat rate of \$99 per year. **GP**