

**Please direct all
communications to:**

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New aa.org webstore to launch September 9, 2020

Dear A.A. friends,

We are delighted to announce the launch of the new A.A.W.S. webstore for business-to-business (intergroups and central offices) and all other customers on September 9, 2020.

This newly designed webstore features many improvements. You've asked for specific fixes, and we heard you. Working with a team of e-commerce and tech experts, we took diligent action to improve our webstores in efforts to make the purchase of our literature easily accessible to all who need and want it.

We established an intra-office collaborative workgroup team, bringing together professionals from our tech services, communications, group services, order entry, customer service, editorial, and publishing divisions.

We invited into our development process webstore testers from the Fellowship, intergroups and central offices, and our corporate boards to inform our user acceptance testing.

Here is a sampling of helpful, user-friendly fixes and enhancements we've added, utilizing the most up-to-date "native" capabilities of our NetSuite ERP platform:

- [webstore site navigation](#)
- [search and sort by item number, format, categories and language](#)
- ["Quick Order"](#)
- [easier to navigate shopping cart](#)
- [highlighting of new items of literature](#)
- [special offers!](#)
- [and more.](#)

We invite you to visit the site and enjoy! [Click here](#)

With all best A.A. wishes,



Greg T.
General Manager