

May 4, 2012

John Read
Chief, Litigation III Section
Antitrust Division
U.S. Department of Justice
450 5th Street, NW, Suite 4000
Washington, DC 20530

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LITIGATION III, ANTITRUST DIV.
U.S. DEPT OF JUSTICE

Dear Mr. Read,

As a member of the book industry, I appreciate the opportunity to comment on the Department of Justice decision on e-book pricing and the changing nature of what it means to preserve a competitive environment in our country.

If our goal as a country is to preserve competition, let's reconsider not only the process, but the end result. In my opinion, the agency model is necessary to maintaining healthy competition in the long term. In any industry, it's necessary to have more than one company that dominates and then solely directs pricing.

With an established retail price for e-books — which already is much lower than the print book equivalent — many businesses can offer the product to customers at a fair price.

If you prevent the agency model from being the norm, large Wall Street financed companies like Amazon will sell below cost for as long as it takes to dominate the market and then eliminate all competition. Before the agency model was used, Amazon already made significant progress in this direction.

For the health of the entire book industry, I ask you to reconsider the short-term AND long-term effects of your decision. The book industry is much more than commerce — we sustain diversity of ideas, supporting the very foundation of our country. To consolidate power over ideas would be a very disturbing move for the United States of America.

Thank you for publishing correspondence on this matter.

Sincerely,

Donna Paz Kaufman

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