

From: Steven Axelrod [mailto:ste[REDACTED]]  
Sent: Sunday, June 24, 2012 10:57 AM  
To: Read, John [John.Read@ATR.USDOJ.gov]  
Subject: U.S. vs. Apple, Inc., et al., 12-cv-2826 (DLC) (SDNY)

Dear Mr. Read:

I am a literary agent and the books of my clients are published by the Big Six publishers. I also act as publisher for certain of my clients in dealings with the "self-publishing" programs of Amazon, Barnes & Noble, Apple, etc.

It is my deep belief that the DOJ has grabbed the wrong end of the stick with it's proceedings against the "agency" pricing model.

Though in the short run, the agency model has admittedly resulted in higher ebook prices for consumers, almost immediately it also allowed for significant competition to Amazon to establish itself in the ebook market, driving down Amazon's share of the ebook market from approximately ninety percent to the current sixty percent.

As a direct result of agency pricing, the ebook market is significantly more competitive and that, I believe, is unquestionably in the interest of consumers.

Thank you for your consideration.

Sincerely,

Steven Axelrod  
President  
The Axelrod Agency  
55 Main Street  
PO Box 357  
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