

From: Eric Primm [mailto:silat[REDACTED]]
Sent: Monday, June 25, 2012 12:27 PM
To: Read, John
Subject: eBook Pricing Lawsuit

Mr. Read,

Hello, my name is Eric Primm; I'm an avid reader who loves to support his local bookstore (Left Bank Books) here in St. Louis. It is a small business and important to the country's economy and to the local St. Louis economy. It is also important to St. Louis's history and culture. I've been to a number of author readings and events at the store. I love that store. It is being threatened, however, by Amazon.com; a company that chooses to lose money on books so as to sell other products. Amazon prices books so low that they lose money. How does a small business, whose main income is the sale of books, compete against a company that purposely loses money? It can't, but the agency model that the U.S. government is now in direct opposition to and going to court over, brought a bit of parity to the market. It slowed Amazon's ability to form a monopoly on the sale of books and allowed sane business principles to take root. Left Bank Books was able to enter the eBook market under the agency model and sell books to me. I finally had an option that supported local business where I could buy eBooks. Now, the U.S. government is seeking to repeal the agency model and help Amazon continue on the path of monopoly in the sale of eBooks. The lawsuit contends that the offenders colluded to set a price that was unfair to consumers EVEN though the price of eBooks has gone down since the agency model was put in place (<http://blog.smashwords.com/2012/03/does-agency-pricing-lead-to-higher-book.html>). How does the price decreasing for eBooks become unfair for consumers? How is allowing one company to put others out of business based on a money-losing strategy fair to consumers? And when Amazon has its monopoly, will it still be fair to consumers? For consumers, fairness can only come when there is competition. This lawsuit is in direct opposition to competition.

I object to the lawsuit; I object to my government helping Amazon create a monopoly and push local stores like the one I love out of business. Please, drop the lawsuit and force Amazon to compete.

Thank you for your time.

Sincerely,
Eric Primm

To strive, to seek, to find and not to yield

--from Ulysses by Alfred Lord Tennyson