

**From:** Roth, Sharon [mailto:Roth[REDACTED]]  
**Sent:** Friday, June 22, 2012 11:51 AM  
**To:** Read, John [John.Read@ATR.USDOJ.gov]  
**Subject:** United States v. Apple, Inc., et al., 12-cv-2826 (DLC) (SDNY)

Date: June 21, 2012

To: John R. Read, Esq.  
Chief, Litigation III  
Antitrust Division, United States Department of Justice  
450 5<sup>th</sup> Street, NW, Suite 4000  
Washington, D.C. 20530

From: Sharon Kelly Roth  
Director, Public Relations  
Books & Co.

Subject: United States v. Apple, Inc., et al., 12-cv-2826 (DLC) (SDNY).  
Comments on Proposed Final Judgment as to Defendants  
Hachette, HarperCollins and Simon & Schuster

Dear Mr. Read:

I have been following with extreme interest the U.S. Department of Justice antitrust lawsuit concerning the implementation of the "agency model" for e-book pricing. It appears that the U.S. Department of Justice is wanting to eliminate the industry-supported agency model of fair pricing. We can see a dire situation if that is allowed to happen.

Our country, our democracy, depends on people being able to get their reading materials from all manner of sources, with no preference for any one. If one company remains the dominant source, for instance, Amazon, and they are allowed to sell below cost, it puts all other on-line companies and brick-and-mortar bookstores at a definite disadvantage.

That disadvantage could be so severe that it could eliminate all physical bookstores and thus remove from our citizens the opportunity to browse them, to deny our children the pleasures of wandering through the stacks and finding just the right book that appeals to them, to serve as a community meeting place, to provide the opportunity to meet a favorite author.

Our bookstores are a treasured amenity and one that must be preserved, not only for the pleasure they bring, but the value they serve in furthering the education of our citizens, which we all know is crucial to our democracy.

Competition is a value in America. It's good for our companies and good for our citizens. If reading material is only available through one source, the exchange of ideas would be limited, and perhaps controlled, and our country and way of life could be in peril.

We ask you to allow the agency model of fair pricing for the bookselling industry.

Warm regards,

Sharon Kelly Roth  
Director, Public Relations  
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