

Blue Willow Bookshop



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,

I am writing to you today as an independent bookseller and as a consumer. The agency model for selling e-books is the best way for all booksellers to remain competitive. It allows for a level playing field while playing against the monopolistic Amazon with their business model of undercutting prices.

Since the agency model went into effect, we have seen sales of e-books from our website grow. It has also fostered competition with the publishers to give special deals on older titles to my shop – keeping our selection vibrant and competitive.

As a consumer, I know what a loss leader is. And this loss leader mentality is giving Amazon everything they need to be the only retailer in the country. I want to be able to shop with my local stores and expect the pricing to be competitive yet reasonable. I want to continue to find new literature from many different places. Publishers will not be able to compete if Amazon is forcing these low prices. We will be reduced to only a few publishers.

Please consider the long term effect of this suit on everyone in the bookselling business (and every other business that has to compete with Amazon). I consider this suit against the publishers to be wrong and not in anyone's best interest.

Sincerely,

Valerie B. Koehler