

From: Peter Hannaford [mailto:hannafor[REDACTED]]
Sent: Saturday, June 23, 2012 9:46 AM
To: Read, John [John.Read@ATR.USDOJ.gov]
Subject: Proposed Amazon case settlement

Dear Mr. Read,

As a published author (11 books), I was alarmed when the Department alleged that several major publishers and Apple had colluded over book prices, as if Amazon were the victim of anti-competitive intentions. In fact, it is the other way around. Amazon's actions suggest that its intention is to become a near-monopoly in both in-print and e-books. It set out to sell e-books below cost in order to drive out competition. By withholding "buy" notices from books of publishers who did not accept its exclusionary terms, it sought to further drive out competition for in-print books.

The "Agency model" to which the publishers agreed is simply a variation on the long-standing pricing formula for in-print books, whereby stores buy titles at a 40 percent discount from a book's cover price.

It would be a serious mistake to rule in favor of Amazon, for it would harm the publishing business, electronic and print, and drive more brick-and-mortar stores out of business. Thus, the real losers would be the book buyers and readers of America.

Sincerely,

Peter Hannaford