

June 23rd, 2012

John Read
Chief Litigation III Section
Antitrust Division
U.S. Department of Justice
450 5th Street, NW, Suite 4000
Washington, DC 20530

Dear Mr. Read,

I am writing today as both a business owner and as a parent. As you are well aware, business owners wear many hats and with the issue of the agency model of e-book pricing I feel like this is no exception.

My husband, Marc Galvin, and I purchased our independent bookstore, The Bookstore Plus, from my parents in 2007. I literally grew up in The Bookstore Plus and have had many other friends do the same. It doesn't matter if they started liking books at young age or didn't connect with reading until their adulthood, we are here to help people reach their imaginations thru reading, writing and creating and we plan on being around for generations to come.

Part of our decision in purchasing The Bookstore Plus was to continue to help people discover the joy of reading, in whatever form they wanted. In 2007 e-books were just starting to come onto the market and we didn't even have a website for our business. We never thought we would be able to have a website that would allow us to sell e-books, and frankly why would we even bother when one giant online retailer, Amazon, was controlling the market. Thankfully, The American Booksellers Association (ABA) made this a possibility. As a member of The American Booksellers Association, it allowed us to stay current with reading trends and offered us a way to not only have an ecommerce website, but one that would allow us to sell e-books. With the introduction of the agency model customers were willing to listen to how they could support "their" bookstore and in turn "their" community by purchasing their books from us. The ability to sell e-books on the agency model has lead to a more competitive market with far more outlets available for customers to purchase their e-books. If the agency model goes away there is every reason to believe that Amazon will again price below cost and increase its e-book market share. I know this will be bad

news for the public as it will impact the range of titles being published and a smaller range of publishers.

Shifting gears I now hope to enlighten you on my role as a parent. I need to protect my daughters' rights to a diverse reading experience. We recently traveled to Disney World for spring vacation with my four year old daughter and somehow arrived without any books for her. That was a surprise as books are usually the first item that she packs for "entertainment." The good news was that we had brought our ipad so we were able to download a book from The Bookstore Plus website while we were waiting for our regular nighttime reading. The book from The Bookstore Plus website was \$3.99, the same price as can be found on Amazon and also the same price as the paperback edition. The agency model allows me to be able to let my child grow up with e-books, but I fear that if the agency model were to go away this would not be a possibility. Amazon will monopolize the market and make it impossible for my small independent bookstore to be able to offer e-books at a reasonable price. She loved the fact that she could use the ipad to pick out a new book and can't wait to travel again to be able to choose another new book.

I strongly believe that the agency model has been good for bricks and mortar stores, good for publishing, and most importantly good for readers and book buyers. Since its introduction, the agency model has corrected a distortion in the market fostered by below-cost pricing, predominantly led by Amazon, the result of which is to reduce or to eliminate competition among both retailers and publishers, which can only make me think of one word...monopoly. Instead of "protecting" Amazon and consumers with the elimination of the agency model the government needs to regulate Amazon's actions to preserve competition and the freedom for smaller companies to enter the e-book market. If Amazon is allowed to control the market share of e-books, smaller retailers will never be able to flourish and America will be a boring marketplace.

Sincerely,
Sarah Galvin
President of The Bookstore Plus