

From: Michael Tucker [mailto:mtuck[REDACTED]]
Sent: Monday, June 25, 2012 11:56 PM
To: Read, John [John.Read@ATR.USDOJ.gov]
Subject: DOJ civil suit regarding e-book pricing

Dear Mr. Read

I am writing to voice my strong opposition to the Department of Justice's civil suit against Apple and five major publishers regarding eBook pricing.

As an independent book retailer for thirty-five years I find the DOJ's efforts misdirected.

Since the introduction of the agency model the pricing of eBooks was on a course to find it's proper level and allowed a much larger spectrum of retailers free to enter the market.

The pricing that Amazon was attempting to establish was set artificially low and used as a loss leader to solidify their monopoly of the market with both device and product.

Singling out a few publishers for collusion is off the mark since at the time there was no one in the industry that wasn't discussing what alternative there might be to counter the below cost pricing by a proprietary monopoly that was using our trade as collateral damage in the head on competition on with other online behemoths.

Removing the ability for these major publishers to use the agency model even for a limited time will not serve the consumer well even in the short run, and will do major damage to publishers, authors, and retailers.

Thank you for your consideration of this matter.

Sincerely,

Michael Tucker
President, Books Inc.
San Francisco, CA