

From: nicolerjacks[REDACTED] [mailto:nicolerjacks[REDACTED]]
Sent: Monday, June 25, 2012 11:21 PM
To: Read, John [John.Read@ATR.USDOJ.gov]
Subject: Comments to DOJ - Agency Model Hearing-Public Comment

Dear Mr. Read:

My letter is regards to the agency model for e-books. As an independent retailer specializing in STEM and bilingual books, that also carries general interest titles we have to compete on many levels with Big Box stores. Our online business offers a variety of books that Big Box stores would not carry to stave off such competition. This is what always has set Idy's apart from the chain stores: value, the total customer experience, and variety.

The key to the free market being free is to have competition, not monopolies. One case in point was the break up of AT/T in 1984. See link http://wps.aw.com/aw_carltonper_modernio_4/21/5566/1425000.cw/content/index.html By having online retailers such as Amazon.com set prices very low, it is nearly impossible for indy's to offer e-books competitively. The publishing houses listed in the suit are trying to keep integrity and competition in the marketplace I implore you to keep multiple avenues open for consumers to purchase e-books. In addition, I ask you to read the book **Big Box Swindle** by Stacy Mitchell and review the [March 2011](#) article concerning AT/T and its desire to purchase T-Mobile.

Thank you for your consideration on this important issue for consumers and the publishing industry.
Sincerely,

Nicole R. Jackson
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