

**From:** TomDoherty [mailto:tdoher[REDACTED]]

**Sent:** Monday, June 25, 2012 3:12 PM

**To:** Read, John

**Subject:** Agency Model for eBooks

Dear Mr. Read,

As a publisher, distributor and consumer of print and eBooks I have seen the market blossom over the past year and some months since the Agency model emerged. We don't use the Agency model in our publishing operations and have no plans to use it, but it seem clear to me that the use of this method of selling eBooks has helped to contribute to an expansion of the market. No one method works for every content producer. Prices have remained competitive among publishers within the book industry and books in general as an entertainment option competing against a variety of media. In addition it has allowed for greater competition from the content and consumer perspectives allowing more publishers to produce and more retailers to sell content.

Best wishes,

Tom Doherty

Cardinal Publishers Group

317-352-8200 phone