



**GREEN
APPLE BOOKS AND MUSIC**

A Generalists New and Used Bookstore

May 14, 2012

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

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LITIGATION III, ANTITRUST DIV.
U.S. DEPT OF JUSTICE

Dear Mr. Read:

I urge you to consider the following in relation to eBooks:

- Since the introduction of the agency model, my bookstore has experienced rapid and steady growth in eBook sales.
- Prices for my customers for eBooks have *dropped*, and competition among publishers has increased (as witnessed in their frequent special offers, which have helped me acquire first-time customers).
- Before the agency model, Amazon owned 90% of the eBook market—you must agree that is unhealthy and heading towards monopoly. Their aggressive pattern of selling eBooks as loss leaders to gain market share will surely reappear should agency pricing disappear. This threatens the health of publishers and booksellers alike.

In short, since the introduction of the agency model, the eBook market for consumers has become far *more* competitive, not less so. Please preserve this diversity.

Sincerely,

Pete Mulvihill, co-owner and CEO