

Subject: Book Publisher Update
Date: Wed, 13 Jan 2010 08:26:46 -0800
From: Eddy Cue <cue@apple.com>
To: Steve Jobs <sjobs@apple.com>
Bcc: Kevin Saul <ksaul@apple.com>, Keith Moerer <kmoerer@apple.com>
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We met with 3 book publishers (Penguin, Hachette and Harper Collins) yesterday. One of them, we are meeting again today because the CEO became unavailable.

The response from both Penguin and Hachette was very similar -

- willing to do an agency model
- go agency model for new releases with everyone else
- agree that digital books should be cheaper than physical but
- need a higher tier(s)

They want to work with us and think we would be great for the industry and customers but if the only choice is take \$5-6 less for an ebook than today, they would prefer to holdback on Amazon and play that out.

Today, we are meeting with 3 other publishers and I will let you know what they say.

Eddy

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Exhibit 28
Cue
03/12/13
K. Schroeder
csr rnr crr