

**From:** Reidy, Carolyn <Carolyn.Reidy@Simonandschuster.com>  
**Sent:** Friday, January 29, 2010 9:43 PM  
**To:** Rivlin, Elisa <Elisa.Rivlin@Simonandschuster.com>  
**Subject:** Re: Privileged and Confidential: Apple

---

Yeah, right.

---

**From:** Rivlin, Elisa  
**To:** Reidy, Carolyn; Rothberg, Adam  
**Sent:** Fri Jan 29 16:15:08 2010  
**Subject:** Privileged and Confidential: Apple

Redacted

---

**From:** Rothberg, Adam  
**To:** Rivlin, Elisa  
**Cc:** Reidy, Carolyn  
**Sent:** Fri Jan 29 12:52:23 2010  
**Subject:** RE: Apple

Yes, he did say it. Have gotten one minor blog query, which I have so far not answered, so far that's all, but I expect more.

And it's on video (within the first 3 minutes at the link below).

[http://www.businessinsider.com/steve-jobs-publishers-are-going-to-pull-their-books-from-amazon-2010-1?utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed:%20typepad/alleyinsider/silicon\\_alley\\_insider%20\(Silicon%20Alley%20Insider\)&utm\\_content=Google%20Reader](http://www.businessinsider.com/steve-jobs-publishers-are-going-to-pull-their-books-from-amazon-2010-1?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:%20typepad/alleyinsider/silicon_alley_insider%20(Silicon%20Alley%20Insider)&utm_content=Google%20Reader)

---

**From:** Rivlin, Elisa  
**Sent:** Friday, January 29, 2010 12:38 PM  
**To:** Reidy, Carolyn  
**Cc:** Rothberg, Adam  
**Subject:** Apple

I cannot believe that Jobs made the statement below. Incredibly stupid.

**Steve Jobs Makes It Quite Clear How This Will Work**



Further to our own reports on how publishers hope/expect to the deploy the agency model of selling terms broadly across their ebook accounts to retake some measure of control over the pricing of new releases, Apple's Steve Jobs essentially confirmed the plan to the WSJ's Walt Mossberg in a brief video interview.

Mossberg wondered why someone "should buy a [b]book for \$14.99 when you can buy one from Amazon for \$9.99 on the Kindle or Barnes & Noble?" A confident Jobs replies, "That won't be the case.... The prices will be the same." How in the world will prices be the same? Because if you want to carry brand-new ebook releases, you will carry on the publishers' new selling terms. Or as Steve puts it, "publishers will actually withhold their [e]books from Amazon...because they are not happy with the price."

**CONFIDENTIALITY NOTICE:**

This email has been sent by a Simon & Schuster lawyer. It is intended solely for the person(s) or organization(s) named above, and may contain information which is confidential and/or legally privileged. If you have received this email in error, please notify us immediately. Unauthorized use, copying, distribution, or disclosure of this email or any of its contents by anyone other than the intended recipient is unauthorized and may be unlawful.

Elisa M. Rivlin

Senior Vice President and General Counsel

Simon & Schuster, Inc.

Tel: (212) 698-2149

Fax: (212) 698-7171