
From: McIntosh, Madeline
Sent: Wednesday, April 21, 2010 11:05 PM
To: Dohle, Markus
Cc: Close, Amanda
Subject: Re: Eddy Cue

I think we can keep it clean and straightforward with Eddy.

- 1) We still don't understand why they won't accept our wholesale terms.
- 2) We would consider lower prices if that brought them onboard with our terms.
- 3) If others accept our terms to sell books to iPad customers via their iPad apps, then why would we change those terms now?

----- Original Message -----

From: Dohle, Markus
To: McIntosh, Madeline
Sent: Wed Apr 21 17:14:18 2010
Subject: Eddy Cue

With all the things going on I forgot to mention that Eddy wants to meet me tomorrow for 30 minutes. Could you please give me your recommendation about how to package our position for him.

I left David Gernert a note and will try to get him one on one either Friday or Monday before our meeting. Please keep me posted.

Thanks,
Markus

