

A Protest to the FTC



Attention:

I'm very concerned by the "spin" put on your actions regarding MAP pricing in the music industry.

The FTC has grossly mischaracterized the music industry and in the process threatens to ruin all those who make a living from it. MAP (Minimum Advertised Price) is a policy meant to stop mass merchants from using music as a loss leader. When they sell music at or below cost, they cut out all legitimate music retailers who have to make a profit from it. They also discriminate against all music except the top sellers. When less than top sellers stop being sold, future generations will be deprived of new music and older generations will be deprived of catalog product (including classical, jazz and their favorite tunes) not carried by the mass merchants and not promoted with loss-leader prices.

The FTC have grossly mis-represented the "savings" to the consumer, without detailing the potential cost of your actions.

Sincerely,

A handwritten signature in cursive script, appearing to read "Richard Menning".

Richard Menning
Atomic Records
1813 E. Locust St.
Milwaukee, WI 53211