

ORIGINAL



To whom it may concern,

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.

Do not let the FTC ruin an industry that has thrived throughout the twentieth century and given the US a favorable image around the world. Void their agreement with the major labels to abandon MAP.

Sincerely,

Joan C. Bradley

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