



Subject: Re: IT & Computer games pricing
Date: Tuesday, 29 May 2012 9:50:35 PM

29-05-2012

To whom it may concern;

I was very interested to read that there has been an investigation put under way with regards to the pricing of computer and I.T related games and products in Australia from other countries.

I would like to bring to your attention one particular company that is renowned for charging different prices around the world and making the clients in other countries agree not to distribute outside of their nominated zones.

The company is Wizards of the Coast. <http://company.wizards.com/>

Myself and many of my friends who have played Magic the Gathering for years have had to endure high price cards and have resorted to finding ways to purchase these products due to the cost in Australia.

A standard packet of booster cards have cost between AU\$5 to AU\$8 over the past 10 years, whereas countries such as America have enjoyed prices starting from US\$2 to US\$3 over the same duration of time.

[http://www.coolstuffinc.com/main_displaySet.php?sectionSet=Magic%20the%20Gathering&setName=Avacyn%20Restored#Avacyn Restored - Booster Pack](http://www.coolstuffinc.com/main_displaySet.php?sectionSet=Magic%20the%20Gathering&setName=Avacyn%20Restored#Avacyn%20Restored-BoosterPack)

The above link is an online shop in America that sells all different types of products from Wizards of the Coast, and as you can see they clearly state that the individual booster packs are US\$2.89.

It also states very clearly on all their sealed items the following statement "Due to distribution restrictions we are only able to ship this product to the United States, Puerto Rico and U.S. Virgin Islands."

http://online.goodgames.com.au/index.php?cPath=47_100

The above link is an Australian online retail store and the price for the same item is AU\$6, that's \$1 - \$2 cheaper than local Australian retailers such as Big W and EB Games.

This has been going on since the mid 90's and it would be nice if our government could at least put the pressure on Wizards of the Coast to supply

their goods at a more reasonable rate, rather than selling them to us @ 200%+ of what they sell them to America for, then only to take our money back to america and make possibly millions per year just on the exchange rate.

This might not sound like much, but at the last release for their new set Wizards of the Coast had sold out Australian wide of the new set. One of my local retail outlets sold roughly 20 boxes of booster packets retailing for AU\$4680 at a rate of \$6.50 per pack as he sell them.

That is the biggest retailer for these products in Bendigo, but there would be about another 5 or 6 places that sell Wizards of the Coasts products. now add the fact that any major town that has a shopping center with EB Games and/or a Big W within it would sell these products and it will give you an idea how many retail outlets there are Australia wide. The biggest retail outlets for these products are still comic book shops though, as they hold regular tournaments for Wizards of the Coasts Products and Games.

Thank you for your time.

Sincerely,

David Mathews