

BEFORE THE
POSTAL REGULATORY COMMISSION
WASHINGTON, D.C. 20268-0001

COMPETITIVE PRODUCT LIST)
ADDING ROUND-TRIP MAILER) Docket No. MC2013-57

COMPETITIVE PRODUCT PRICES)
ROUND-TRIP MAILER (MC2013-57)) Docket No. CP2013-75

**APPLICATION OF GAMEFLY, INC.,
FOR NON-PUBLIC TREATMENT OF
PORTIONS OF ITS ANSWERS TO
CHAIRMAN'S INFORMATION REQUEST NO. 2**

(January 17, 2014)

Pursuant to 39 C.F.R. § 3007.22, GameFly, Inc. ("GameFly") applies for nonpublic treatment of certain portions of the answers that GameFly is filing separately today to Chairman's Information Request No. 2 (issued December 18, 2013).

Public disclosure of the information in the answers could harm GameFly by disclosing competitively sensitive information to GameFly's competitors and vendors. This information includes GameFly's annual subscriber count, revenue and transaction volumes by product line (Questions 1 and 2); the percentage of game sales generated by rental transactions (Question 2); the costs to GameFly of distributing games to its customers (Question 3); the profitability and market environment of specific lines of business (Question 4 and the supporting Excel worksheets in Exhibit CHIR 2, Q4); and the percentage of GameFly customers who obtain content from alternative methods of content delivery (Question 5).

This information would help potential competitors of GameFly identify and target GameFly's most attractive lines of business, as well as GameFly's cost structure. The information could also give GameFly's vendors insights into how much it would be willing to pay for their goods and services.

GameFly has redacted the entirety of each answer. Without the context provided by the proprietary information, the non-proprietary words and phrases in the answers are unintelligible.

Respectfully submitted,

A handwritten signature in black ink that reads "David M. Levy". The signature is written in a cursive, slightly slanted style.

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January 17, 2014