

PUBLIC (REDACTED) VERSION

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

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

ANSWERS OF GAMEFLY, INC., TO CHAIRMAN'S INFORMATION REQUEST NO. 2

(January 17, 2014)

GameFly, Inc., ("GameFly") respectfully submits its answers to Chairman's Information Request No. 2 (issued December 18, 2013). Each question is quoted verbatim and then followed by GameFly's answer. These answers were prepared under the supervision of David Hodess, CEO of GameFly.

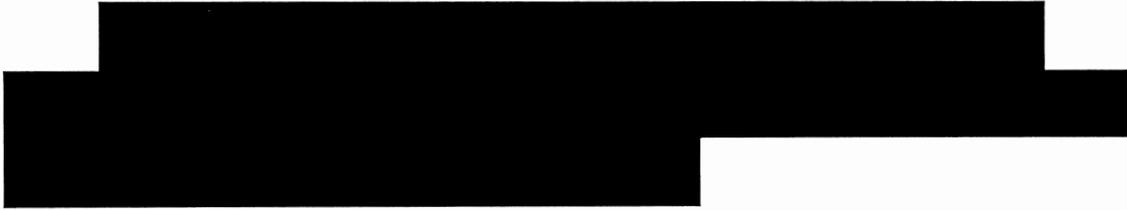
Respectfully submitted,

David M. Levy
Matthew D. Field
VENABLE LLP
575 7th Street, N.W.
Washington, DC 20004
(202) 344-4732

Counsel for GameFly, Inc.

January 17, 2014

DOCKET NOS. MC2013-57 and CP2013-75
ANSWERS OF GAMEFLY, INC., TO CHIR NO. 2
(JANUARY 17, 2014)



[END GAMEFLY PROPRIETARY]

DOCKET NOS. MC2013-57 and CP2013-75
ANSWERS OF GAMEFLY, INC., TO CHIR NO. 2
(JANUARY 17, 2014)

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[REDACTED]							

[REDACTED]

[REDACTED]

Question 3. Please provide the average and incremental costs of using different methods to deliver (a) rentals; and (b) sales via the delivery methods identified in questions 1 and 2.

Answer: [BEGIN GAMEFLY PROPRIETARY]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[END GAMEFLY PROPRIETARY]

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ANSWERS OF GAMEFLY, INC., TO CHIR NO. 2
(JANUARY 17, 2014)

Question 4. Please provide all studies and analyses prepared by or on behalf of GameFly concerning the feasibility and/or cost of distributing its products via delivery means other than the Postal Service.

Answer: **[BEGIN GAMEFLY PROPRIETARY]**

[REDACTED]

[REDACTED]

[REDACTED]

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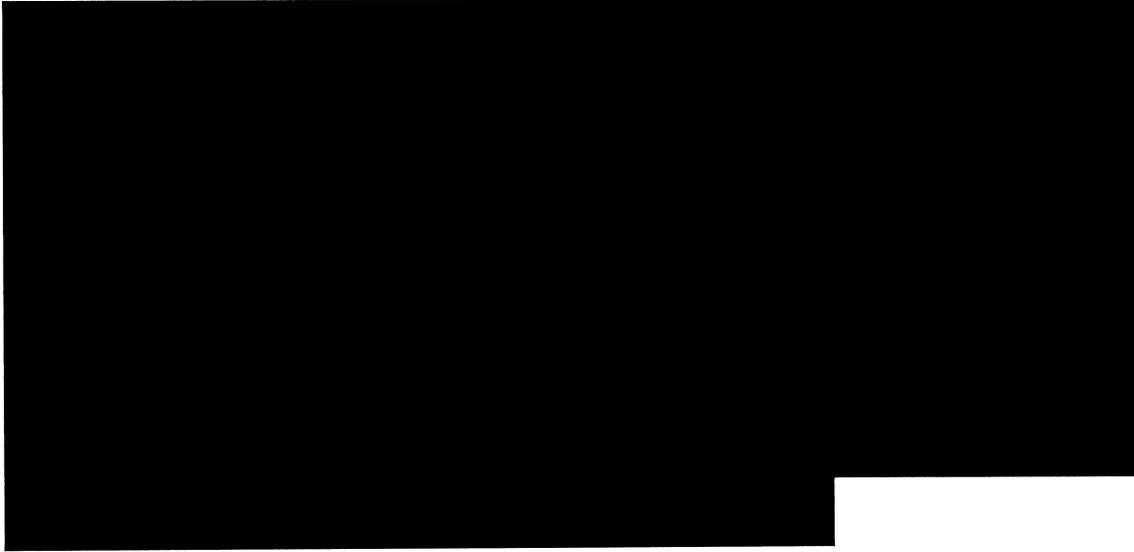
[REDACTED]

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ANSWERS OF GAMEFLY, INC., TO CHIR NO. 2
(JANUARY 17, 2014)

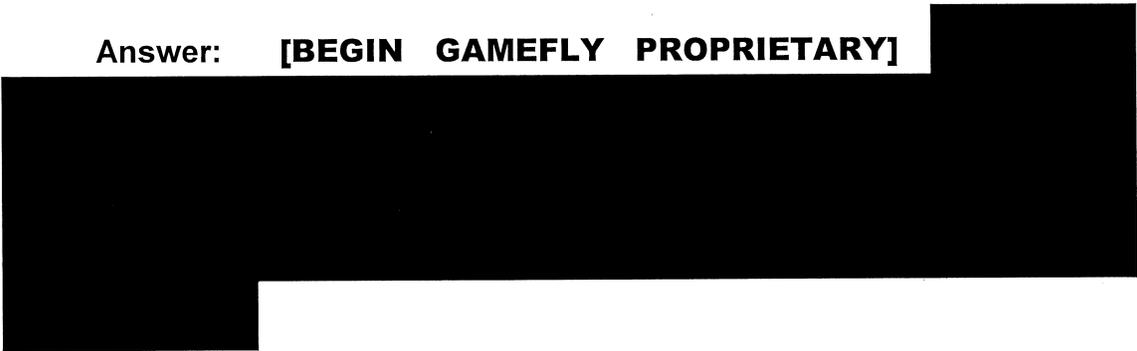


[END GAMEFLY PROPRIETARY]

Question 5. What percentage of GameFly's current customers use:

- a. Internet streaming service only;
- b. DVD-by-mail service; and
- c. Both Internet streaming and DVD-by-mail services?

Answer: [BEGIN GAMEFLY PROPRIETARY]





[END GAMEFLY PROPRIETARY]