

# Sony cuts e-reader price to stay competitive

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(AP) -- Sony has cut the prices on its electronic-book readers in an effort to keep up with stiff competition from Amazon.com and Barnes & Noble, which both recently slashed prices on their own e-readers.

Sony Corp. spokeswoman Valerie Motis said Wednesday that Sony last week dropped the price of its Reader Daily Edition by \$50, to \$300. Like Amazon.com Inc.'s Kindle and Barnes & Noble Inc.'s Nook, the Daily Edition can download e-books wirelessly.

[Sony](#) also lowered the price of its Reader Touch Edition by \$30, to \$170, and the Reader Pocket Edition by \$20, to \$150.

Last month, Amazon cut the price of the Kindle by \$70, to \$189, just hours after Barnes & Noble reduced the price of its Nook e-reader by \$60, to \$199. Both face competition from Apple Inc.'s iPad, which starts at \$499.

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