

**THIRTY-THIRD AMENDMENT TO
ELSEVIER SUBSCRIPTION AGREEMENT**

WHEREAS, the parties hereto have previously entered into an agreement dated 5 February 2009 (the "Agreement") as last amended on 16 August 2011 and wish to amend the Agreement as set forth in this amendment ("Amendment").

NOW, THEREFORE, in consideration of the mutual promises and covenants set forth below, and for such other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree to amend the Agreement as of the execution date below as set forth below and on Schedule 1.

Except as specifically amended hereby, all of the existing terms and conditions of the Agreement are hereby ratified. Capitalized terms used herein that are not otherwise defined shall have the meanings ascribed to them in the Agreement. To the extent any terms or conditions of the Agreement conflict with or are inconsistent with this Amendment, the terms of this Amendment shall prevail.

IN WITNESS WHEREOF, the parties have executed this Amendment by their respective, duly authorized representatives as of 7 September 2011.

**THE REGENTS OF THE UNIVERSITY OF CALIFORNIA o/b/o
THE CALIFORNIA DIGITAL LIBRARY**

(Subscriber)

[Text deleted]

AS
SEP 28 2011

N

Title: *Executive Director*

ELSEVIER B.V. _____

[Text deleted]

: Customer Marketing, Science & Technology

Amendment No.: 1-2382905740

**THIRTY-THIRD AMENDMENT TO
ELSEVIER SUBSCRIPTION AGREEMENT
Schedule 1
Subscribed Products/Access/Fees**

**THE REGENTS OF THE UNIVERSITY OF CALIFORNIA o/b/o
THE CALIFORNIA DIGITAL LIBRARY**

UNIVERSITY OF CALIFORNIA - BERKELEY

No. 1-2382905740

Subscribed Products – publisher	Access	2011	2012	2013
SciVerse® ScienceDirect® online – Elsevier B.V.	sciencedirect.sciverse.com			
Complete Collection				
• <i>Total Electronic Subscription</i>		\$728.00	\$753.48	\$779.85
• <i>Total Subscription Turnover</i>		\$728.00	\$753.48	\$779.85
• Electronic Subscription Fee (discounted)	[Text deleted]		[Text deleted]	
TOTAL FEES				

ELSEVIER SUBSCRIPTION AGREEMENT
Annex A to Schedule 1
Subscribed Titles

UNIVERSITY OF CALIFORNIA - BERKELEY

Journal Number	ISSN	Subscribed Title (online only) 2011	Final Net Price 2011
07814	1057-7408	Journal of Consumer Psychology	[Text deleted]