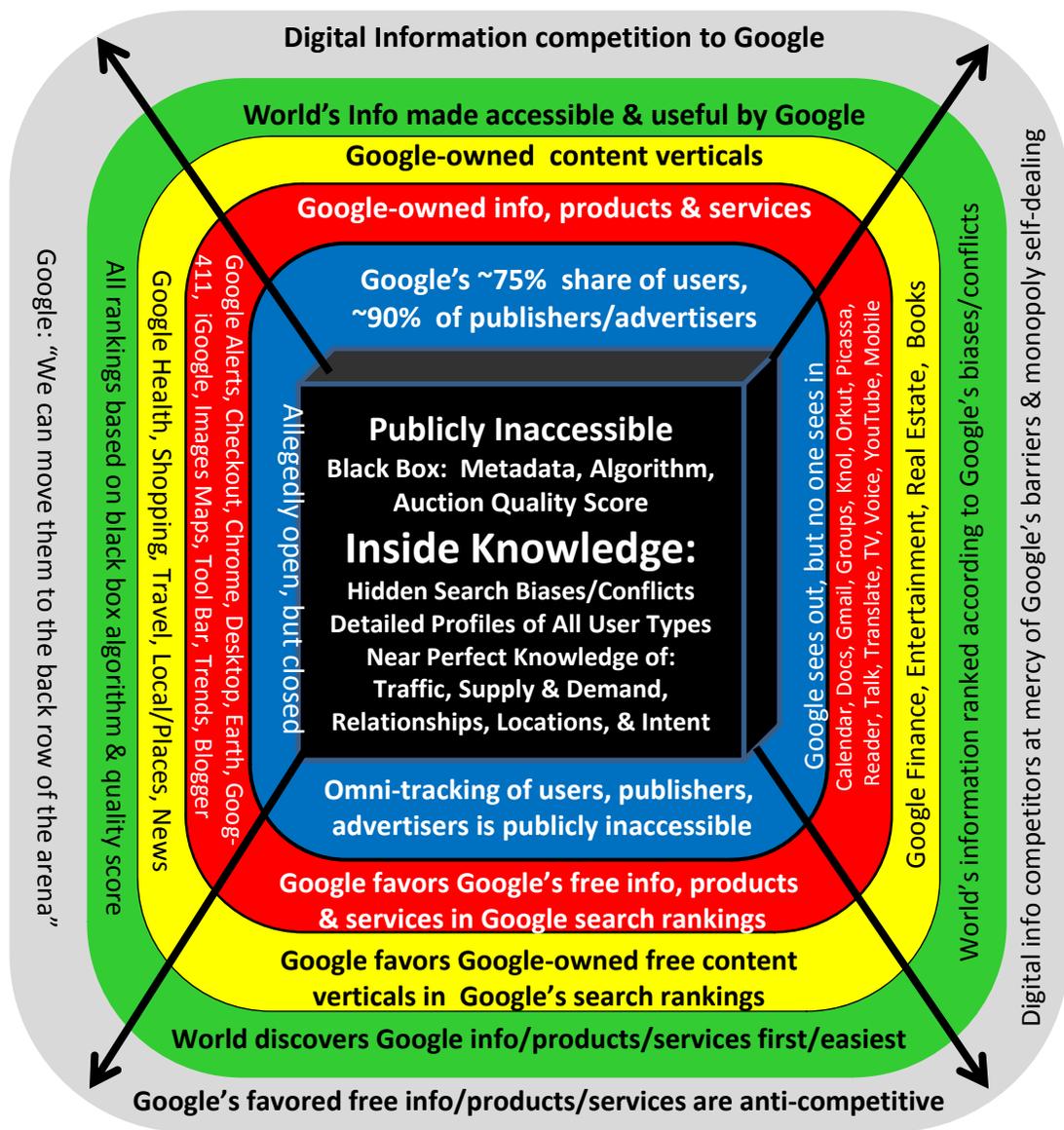


Google-opolization Through Anti-competitive Search Discrimination

Google's Rapidly Extending its Monopoly Via Search-Favored & Free: Google Information, Products & Services
 Can't compete with a search monopoly that ranks/advertises its own info, products & services above everyone else's
 "Search is critical. If you are not found, the rest cannot follow." Santiago de la Mora, Google Executive, 8-23-09



Google's Current Monopolization Actions

Yahoo-Japan/Google Search/Ad Outsourcing Agreement:

- Grants Google 90+% of Japan's searches; increases Google's world search share from ~70% to ~74%; eliminates search competition.

Google Book Settlement (GBS):

- DOJ opposes GBS: as it would "grant Google sweeping control over digital commercialization of millions and millions of books;" and "good intentions of members of a price-fixing combination are no legal justification for lessening price competition." (Per DOJ)

ITA Travel Software Acquisition:

- Expedia Chairman Barry Diller: "I think it is disturbing that Google is moving into serving individual spaces, rather than being search neutral," ... "It is a dangerous step because it is inevitably going to cause problems with customers..." (per FT)
- Greenlight COO Pourus: Google has become the "ultimate informational intermediary;" All intermediaries "should now be rethinking their business models." (per Comm Daily)

Metaweb Acquisition:

- Google's acquiring MetaWeb, the leading semantic web database of more than 12 million "things;" it was probably the most critical building block for a potential search competitor to compete with, and differentiate from, Google search; while the raw database will be open and accessible to the public, only Google will collect and know the who, when, where & how semantic information is used.

Zynga Games Investment by Google:

- Online games like Zynga's provide ~30% of traffic to FaceBook and social media and represent a substantial portion of their monetization potential; Google is co-investing with Yahoo-Japan owner SoftBank, which appears to be a possible quid pro quo reward to SoftBank for choosing Google for Yahoo-Japan's search.

Pending Antitrust Suits Against Google:

US: TradeComet & MyTriggers; EU: Foundem, Navx, Ejustice, Ciao