

**EXHIBIT 1**

# THE STATE BAR OF CALIFORNIA

Monday, June 28, 2010

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## ATTORNEY SEARCH

### Jared Harrison Beck - #233743

#### Current Status: Active

This member is active and may practice law in California.

See below for more details.

#### Profile Information

<b>Bar Number</b>	233743		
<b>Address</b>	Beck & Lee Business Trial Lawyers 28 W Flagler St Ste 555 Miami, FL 33130	<b>Phone Number</b>	(305) 789-0072
		<b>Fax Number</b>	(786) 664-3334
		<b>e-mail</b>	jared@beckandlee.com
<b>District</b>	Outside California	<b>Undergraduate School</b>	Harvard Univ; Cambridge MA
<b>County</b>	Non-California	<b>Law School</b>	Harvard Univ Law School; Cambridge MA
<b>Sections</b>	None		

#### Status History

Effective Date	Status Change
<i>Present</i>	Active
12/6/2004	Admitted to The State Bar of California

Explanation of member status

#### Actions Affecting Eligibility to Practice Law

##### Disciplinary and Related Actions

This member has no public record of discipline.

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## ATTORNEY SEARCH

### Elizabeth Lee Beck - #233742

#### Current Status: Active

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See below for more details.

#### Profile Information

<b>Bar Number</b>	233742		
<b>Address</b>	Beck & Lee Business Trial Lawyers Courthouse Plaza Bldg 28 W Flagler St Ste 555 Miami, FL 33130	<b>Phone Number</b>	(305) 789-0072
		<b>Fax Number</b>	(786) 664-3334
		<b>e-mail</b>	elizabeth@beckandlee.com
<b>District</b>	Outside California	<b>Undergraduate School</b>	Univ of California at Los Angeles; CA
<b>County</b>	Non-California	<b>Law School</b>	Yale Law School; New Haven CT
<b>Sections</b>	None		

#### Status History

Effective Date	Status Change
<i>Present</i>	Active
1/2/2008	Active
2/1/2007	Inactive
12/6/2004	Admitted to The State Bar of California

Explanation of member status

#### Actions Affecting Eligibility to Practice Law

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## Jared Harrison Beck

**Member in Good Standing**

**Eligible to practice in Florida**

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Address: Beck & Lee Business Trial Lawyers  
28 W Flagler St Ste 555  
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United States  
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Fax: 786.6643334  
E-Mail: jared@beckandlee.com  
vCard:   
County: Miami-Dade  
Circuit: 11  
Admitted: 04/20/2006  
Sections: Young Lawyers Division  
10-Year **None**  
Discipline History  
Law School: Harvard Law School  
Graduation Year: 2004  
Degree: Doctor of Jurisprudence/Juris Doctor  
Firm: Beck & Lee Business Trial Lawyers  
Firm Size: 2 to 5  
Occupation: Partner / Shareholder  
Practice Areas: Antitrust and Trade Regulation  
Appellate Practice  
Business  
Civil Litigation  
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[Revised: 06-07-2010 ]

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## Elizabeth Lee Beck

**Member in Good Standing**

**Eligible to practice in Florida**

ID Number: - 20697  
Address: Beck & Lee Business Trial Lawyers  
28 W Flagler St Ste 555  
Miami, Florida 331301810  
United States  
Phone: 305.7890072  
E-Mail: elizabeth@beckandlee.com  
vCard:   
County: Miami-Dade  
Circuit: 11  
Admitted: 04/20/2006  
Sections: Young Lawyers Division  
10-Year **None**  
Discipline History  
Law School: Yale Law School  
Graduation Year: 2004  
Degree: Doctor of Jurisprudence/Juris Doctor  
Firm: Beck & Lee Business Trial Lawyers  
Website: www.beckandlee.com  
Firm Size: 2 to 5  
Occupation: Partner / Shareholder  
Practice Areas: Civil Litigation  
Languages: Korean  
Federal Courts: United States Courts of Appeals  
United States District Courts  
State Courts: California  
Florida

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EXHIBIT 2





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## ATTORNEY SEARCH

### Gregory S Weston - #239944

#### Current Status: Active

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See below for more details.

#### Profile Information

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<b>Bar Number</b>	239944		
<b>Address</b>	The Weston Firm 888 Turquoise St San Diego, CA 92109	<b>Phone Number</b>	(858) 488-1672
		<b>Fax Number</b>	(480) 247-4553
		<b>e-mail</b>	greg@westonfirm.com
<b>District</b>	District 9	<b>Undergraduate School</b>	Ohio State Univ; Columbus OH
<b>County</b>	San Diego	<b>Law School</b>	Harvard Univ Law School; Cambridge MA
<b>Sections</b>	None		

#### Status History

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Effective Date	Status Change
<i>Present</i>	Active
12/1/2005	Admitted to The State Bar of California

Explanation of member status

#### Actions Affecting Eligibility to Practice Law

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## ATTORNEY SEARCH

### John Joseph Fitzgerald IV - #257370

#### Current Status: Active

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See below for more details.

#### Profile Information

<b>Bar Number</b>	257370		
<b>Address</b>	2811 Sykes Ct Santa Clara, CA 95051	<b>Phone Number</b>	(650) 440-3170
		<b>Fax Number</b>	Not Available
		<b>e-mail</b>	jack.fitzgerald1@yahoo.com
<b>District</b>	District 3	<b>Undergraduate School</b>	Cornell Univ; Ithaca NY
<b>County</b>	Santa Clara	<b>Law School</b>	New York Univ SOL; New York NY
<b>Sections</b>	Litigation		

#### Status History

Effective Date	Status Change
<i>Present</i>	Active
9/16/2008	Admitted to The State Bar of California

Explanation of member status

#### Actions Affecting Eligibility to Practice Law

##### Disciplinary and Related Actions

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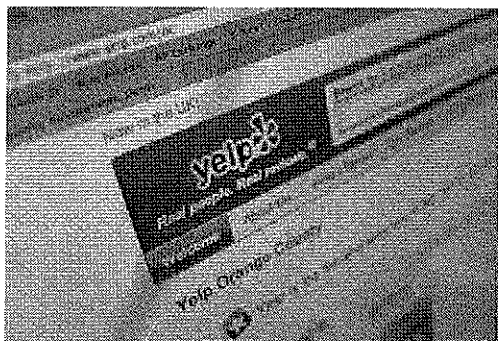
EXHIBIT 3



# Yelp to show reviews it automatically filters

Posted 4/6/2010 9:37 AM

By Rachel Metz, AP Technology Writer



By Richard Vogel, AP

The Yelp website is shown on a computer screen in Los Angeles.

SAN FRANCISCO — Yelp, seeking to combat allegations that the online reviews site manipulates its users' feedback on local businesses, will now let visitors see the items that had been automatically removed by software meant to catch unreliable content.

Starting late Monday, Yelp is adding links to take visitors to those once-hidden reviews — a change that gives businesses and individuals a rare peek at decisions rendered by the popular start-up's software.

Although the site won't detail why each review has been shunned from a company's Yelp page, which shows information such as its hours and location along with photos and reviews, readers may be able to draw their own conclusions after seeing the hidden content.

Yelp CEO and co-founder Jeremy Stoppelman said Monday that the company wants to make people

understand that Yelp does give all businesses fair treatment, despite allegations that advertisers are favored.

"You'll be able to dive into the content yourself and make your own judgment," he said.

Since it started letting consumers post reviews six years ago, Yelp has used an automated program to weigh reviews and sift out those that are potentially unreliable, such as a negative review that a pizzeria owner might write about a competitor.

Still, business owners have long complained about the way positive and negative reviews can come and go from their pages on Yelp.

At least three lawsuits seeking class-action status have been filed against the site by a dozen small companies alleging that reviews are manipulated depending on whether a company advertises on the site. The businesses claim they've been pressured to advertise on the site in exchange for getting negative reviews squashed.

Yelp, based in San Francisco, says it doesn't manipulate reviews aside from letting advertisers choose one review that they want to feature at the top of their page. Although such featured reviews have been clearly marked as such, the company is getting rid of it entirely. It will be replaced in the next few weeks by a feature that lets advertisers post a video to their Yelp pages.

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Comments

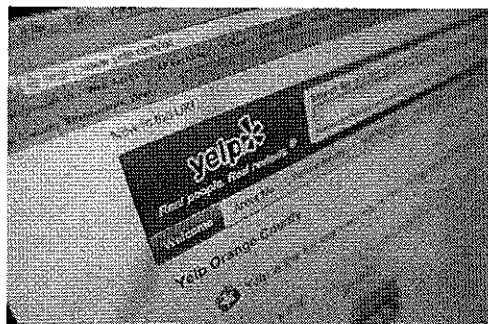
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By Tomio Geron

When appeasing angry small-business owners across the country, perfection is a nice goal, but it's not necessarily possible.

Yelp Inc. has built its business on selling advertising on its local reviews Web site to mom and pop stores in many cities, but it has had a hard time convincing them that its technology is fair. Yelp Chief Executive Jeremy Stoppelman said new changes announced today will make the company more transparent.



Associated Press

"At least everyone can see there's a level playing field,"

Stoppelman said on a conference call today with reporters. "As for perfection, I don't know if we'll ever get there."

The challenge for Yelp is that it depends on its proprietary algorithm for filtering out reviews that attempt to game the system, for example when a business owner asks a friend write a positive review or competitors of a business write negative reviews. If Yelp explained exactly how that algorithm worked public, it would lose its advantage over competitors. At the same time, the company has had to respond to the growing chorus of complaints about how it filters its reviews, especially in relation to advertising. Three civil suits have been against Yelp recently on these and related issues.

The changes announced today will address some of those concerns, by allowing users to click a link to see all reviews that have been filtered out, Stoppelman said. Yelp is also removing its "Favorite Review" feature that gave businesses the ability to choose a review that would appear at the top of a page, to clarify that there is no link between advertising and reviews.

Stoppelman emphasized that the moves were not a response to the lawsuits. But the changes could help Yelp make the argument that it is transparent with how it handles reviews and address concerns about its review algorithm, the exact details of which the company has never discussed publicly.

Making it possible to see reviews that have been filtered out will dispel "misconceptions and conspiracy theories" about Yelp, he said.

One of the complaints businesses have made is that Yelp will hide positive reviews only after the business rejects an advertising offer from a Yelp representative. In addition there was a kind of frustrating effect where business owners would try to point to something that no longer existed on the site. Stoppelman emphasized there is no quid pro quo, and hopes the changes will help clear that up.

"We've always said there's no link between ads and content," Stoppelman said. "We've never

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buried a review for payment."

But what if, after the new changes, business owners still have a problem with a review being hidden? Stoppelman said Yelp will continue to work with small businesses to address their concerns.

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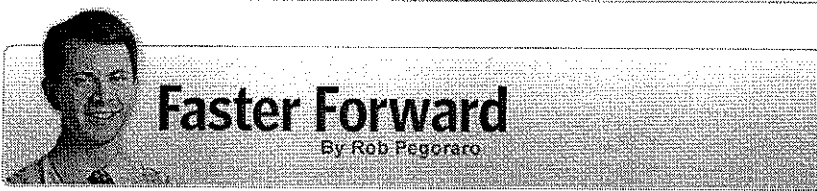
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Yelp dumps 'Favorite Review' feature, shows 'Filtered' write-ups

Yelp announced two changes to its review system last night that it hopes will quell accusations of extortion.

First, the San Francisco-based site, which collects user reviews of local businesses, services and other places, will allow people to see write-ups that had been whisked out of sight by its automatic filter.



Second, it will no longer offer establishments the option of paying extra to have a "Favorite Review" displayed atop its Yelp page.

Yelp's habits of hiding reviews based on criteria it has yet to explain in much detail (a cute video on its blog offers only generalities) and charging businesses for prominent displays of positive assessments have led critics to accuse it of running a protection racket. See, for instance, this story by my colleague Michael Rosenwald. There and elsewhere, Yelp has denied those claims.

Yesterday's changes make sense to me, but I don't see how they'll end this controversy. Yelp makes it a little too difficult to look up reviews that it had screened--you have to click on a small "Filtered" link at the bottom of an establishment's page, then type in a random series of characters to verify that you're a person and not a program--and leaves some mystery about what got them hidden.

Consider the situation with one establishment cited in Rosenwald's piece, the Scion restaurant in Dupont Circle. Yelp's page for it lists 43 reviews, with an average score of three and a half out of five stars. But when you look through the 27 reviews Yelp filtered, it's hard to see a clear pattern: Some five-star raves got canned, but so did some one-star pans of the place. Most of the filtered reviews came from users who had written few reviews and had no friends listed on Yelp, but having five Yelp friends did not help the cause of one reviewer.

A similar situation exists with Yelp's take on another local establishment, the Lincoln Memorial. Far more reviews went through; with 133 listed, only 11 were filtered. But it's hard to say what disqualified this informative, five-star write-up from a Canadian tourist:

You don't have to be American to love this spot. Lincoln will inspire you. Try to go on a weekday, because it's an absolute zoo on weekends in the summer.

Both the Scion and Lincoln Memorial filtered-listings pages also feature numerous blank reviews that Yelp says were removed, not just filtered, for "violating our Review Guidelines." Presumably, they were the same sort of crude spam that we try to junk automatically here, but you can only guess.

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## ROB ON THE WEB

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I don't envy Yelp's job. Setting up a system for user input that allows for dissent but keeps the conversation civil and informative has repeatedly taxed our abilities, as Post ombudsman Andy Alexander [noted in his column Sunday](#). That piece reports that The Post will adopt a tiered system, in which comments from readers with a history of playing by the rules will be trusted while those from others will be hidden by default, but viewable on request—somewhat like Yelp's new regime.

Have a look at Yelp's listings of some of your favorite places and let me know in the comments if you think it's been fair in its filtering. If it's not, how would you change Yelp's system?

By Rob Pegoraro | April 6, 2010; 10:16 AM ET

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## Comments

I will see how the new review works. I wrote a review once for a restaurant in Baltimore called Meli. It was pushed down from the start, and now is filtered. I gave the restaurant is a very low rating for its absolutely horrendous service. I see that a few people have experienced the same thing. It became obvious that yelp was somehow skewing the results to give Meli a better ranking. After that I stopped relying on yelp.

Posted by: [rcc\\_2000](#) | April 6, 2010 2:47 PM | [Report abuse](#)

Without personally investigating each review, large scale review sites need some kind of system to maintain their integrity and encourage user and submitter trust. Just look what happened to epinions.com - full of old reviews and advertisements.

Yelp's system may be imperfect, but other than, possibly, tripadvisor.com, I have not found a user-contributed rating system that I trust more.

The Post.com has a long way to go to catch up. I frequently find no ratings for popular places.

Posted by: [graceld98](#) | April 6, 2010 3:20 PM | [Report abuse](#)

I just can't trust any "user" reviews. The anonymity of the Internet undermines all of these sorts of sites.

Of course, I may actually believe the opposite and am saying this just to troll you. How can you know the truth? Hence the problem.

Posted by: [Dawny\\_Chambers](#) | April 6, 2010 5:37 PM | [Report abuse](#)

Rob, thanks for pointing out Alexander's article; very interesting. I'll visit Yelp with a different attitude now, about it now. Please stay on this story.

Posted by: [Hattrik](#) | April 6, 2010 6:16 PM | [Report abuse](#)

Amazon doesn't filter its reviews, and frankly, I think they're great. Yes, you have to read through the reviews and use a little judgment. I personally report reviews I read that I think are sketchy (and possible plants by someone with an interest in selling the product), but the vast majority of reviews I see are helpful.

The same goes for many clothing stores like Zappos or Anthropologie. It has gotten to the point that I won't buy anything on Anthropologie unless it's been reviewed first because the reviews are so helpful.

In my opinion, Google reviews are the next big thing. I've started leaving all of my