

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

COOLEY LLP
MICHAEL G. RHODES (116127)
(rhodesmg@cooley.com)
MATTHEW D. BROWN (196972)
(brownmd@cooley.com)
BENJAMIN H. KLEINE (257225)
(bkleine@cooley.com)
SARAH R. BOOT (253658)
(sboot@cooley.com)
NEHA M. MARATHE (252304)
(nmarathe@cooley.com)
101 California Street
5th Floor
San Francisco, CA 94111-5800
Telephone: (415) 693-2000
Facsimile: (415) 693-2222

Attorneys for Defendant
YELP! INC.

UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA
WESTERN DIVISION

CATS AND DOGS ANIMAL
HOSPITAL, INC., et al., on behalf of
itself and all others similarly situated,

Plaintiffs,

v.

YELP! INC.,

Defendant.

Case No. CV 10-01340 VBF(SSx)

**DECLARATION OF MARLA LANDA IN
SUPPORT OF DEFENDANT YELP!
INC.'S REPLY IN SUPPORT OF
MOTION TO TRANSFER VENUE (28
U.S.C. § 1404(a))**

Hearing Date: May 10, 2010
Hearing Time: 1:30 p.m.
Judge: Hon. Valerie Baker Fairbank

CHRISTINE LaPAUSKY d/b/a
D'AMES DAY SPA, on behalf of
herself and all others similarly situated,

Plaintiffs,

v.

YELP! INC.,

Defendant.

Case No. CV 10-01578 VBF (SSx)


1 I, Marla Landa, hereby declare as follows:

2 1. I am a Manager of Sales Operations at Yelp! Inc. ("Yelp"). Except as
3 otherwise stated, I have personal knowledge of the facts set forth herein, and, if
4 called as a witness, I could and would competently testify thereto.

5 2. I was asked to calculate the total number of businesses located in the
6 following counties in California who Yelp has contacted regarding purchasing
7 subscriptions to advertise on the Yelp Website (www.yelp.com): Alameda, Contra
8 Costa, Del Norte, Humboldt, Lake, Marin, Mendocino, Monterey, Napa, San
9 Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, and Sonoma. To do
10 this, I accessed a Yelp database and ran a search for businesses who Yelp has
11 contacted (the search does not return database records if the city is misspelled or the
12 state field is blank). I limited the search to only cities located in the listed counties.
13 As of April 22 and 23, when I ran my searches, the total number of businesses
14 located in the listed counties who Yelp has contacted regarding purchasing
15 subscriptions to advertise on the Yelp Website is 62,417.

16 3. I was also asked to calculate the total number of businesses located in
17 the following counties in California who Yelp has contacted regarding purchasing
18 subscriptions to advertise on the Yelp Website: Los Angeles, Orange, Riverside,
19 San Bernardino, San Luis Obispo, Santa Barbara, and Ventura. To do this, I used
20 the same process described in Paragraph 2. The total number of businesses located
21 in the listed counties who Yelp has contacted regarding purchasing subscriptions to
22 advertise on the Yelp Website is 36,246.

23 I declare under penalty of perjury that the foregoing is true and correct.
24 Executed on the 26th day of April, 2010 at San Francisco, California.

25
26
27 
28 Marla Landa