

EXHIBIT 5



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In Amazon's Android Appstore, Fat-Fingering Will Cost You — Literally

MG Siegler

Mar 24, 2011

A couple days ago, in [writing up some thoughts](#) on Amazon's new Android Appstore, I noted that the app buying process may be a little *too* easy. You see, just scrolling through the feed of apps, I accidentally clicked a buy button. That immediately triggered a transaction. And guess what I found out today? There are no refunds.

You might not think this is a big deal because while the Android Market gives you 15 minutes to get a refund ([down from 24 hours](#)) Apple's App Store also technically doesn't have an app refund process (though you can get one if you jump through some hoops). But there's a big-little difference between the App Store and the Appstore (besides the tiny name difference, that is): an entire click.

In the App Store, it's actually two clicks to buy an app. You first click on the price, and then the button turns into the bright green "Buy Now" button. It's only after this second click that the transaction happens. This more or less stops mis-clicks. Further, if you haven't been browsing the store in a while, they'll prompt you to re-enter your password before you complete a purchase.

In the Appstore (again, Amazon's version), it is literally one click. If you touch the screen in the wrong place — whoops — you just bought an app. Of course, this is assuming you have one-click purchasing turned on. But if you do on the web, you will in the Appstore. That's what happened to me. It's super-convenient when it works. And super-annoying when you make a mistake.

On Amazon's website, one-click is great because it greatly speeds up the buying process. But since most of the things you buy on the website are tangible things that have to be shipped, it's relatively easy to cancel a mis-click. Not so in the Appstore where there is nothing to ship.

And it wouldn't be a huge deal except for the fact that Amazon isn't offering app refunds. How do I know? Because after some digging on Amazon's website to figure out how to possibly get a refund, I had to send an email about my erroneous charge. (For the record, they did erase my charge, but indicated that they were making a one-time exception in doing so.)

Long story short, if you're prone to mis-clicking on touchscreen, make sure one-click purchases are turned off on Amazon. Otherwise it will cost you — literally.

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Mar 2011

10:48am, EDT

Amazon Appstore makes accidental purchases too easy

By Rosa Golijan

It can take just one click or tap to purchase an app in Amazon's new Android Appstore. On one hand that's convenient, but on the other it means that accidental purchases are far too easy to make.

[TechCrunch's MG Siegler discovered](#) just how easy it is to accidentally purchase an app when he managed to do so while merely scrolling through the Amazon Appstore on his mobile device.

As a seasoned tech writer, Siegler's certainly not unfamiliar with the way similar services are laid out so we sincerely doubt he made the purchase out of confusion — and he does not appear to have abnormally large hands or fingers, so we can't blame his purchase on that either.

Instead it was a matter of simply accidentally tapping the wrong spot while one-click purchasing is turned on.

"But hang on a minute," you're shouting right now. "He had one-click purchasing turned on! Must be his own fault then!"

Not exactly. The purchase settings for the Amazon Appstore on your touchscreen device match those of the Amazon Appstore on your computer — meaning that you'd have to sacrifice convenience to reduce the risk of unwanted purchases:

In the [Amazon Appstore], it is literally one click. If you touch the screen in the wrong place — whoops — you just bought an app. Of course, this is assuming you have one-click purchasing turned on. But if you do on the web, you will in the Appstore. That's what happened to me. It's super-convenient when it works. And super-annoying when you make a mistake

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So the lesson? Lose some convenience and turn off one-click purchasing if you want to avoid accidentally buying an app — because despite the exception made in Siegler's case, there are no refunds on such purchases.

Either that or avoid the Amazon Appstore until purchase settings on mobile devices can be different from those on the Web.

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Rosa Golijan writes about tech here and there. She's a bit obsessed with [Twitter](#) and loves to be liked on [Facebook](#).

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is Technology & Science editor at msnbc.com. He also spent many years of his life working at newspapers, including the Seattle Post-Intelligencer, The San Diego Union-Tribune, The Prague Post in the Czech Republic and the Austin Business Journal in Texas. He once was a salmon and crab fisherman in Alaska and a boat captain in Louisiana.



Wilson Rothman

Before becoming deputy tech/sci editor at msnbc.com, Wilson covered consumer technology for a decade, for publications ranging from Time and the NYT to the notorious tech blog Gizmodo, where he was features editor for three years. He is not an Apple fanboy, but sometimes he is mistaken for one. You can stalk him on Twitter at [@wirothman](#).

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Helen A.S. Popkin

Technica columnist/technology and science editor Helen A.S. Popkin would obsess about Facebook, chimps, Twitter, net neutrality, canine evolution and that one wicked awesome YouTube video even if it wasn't her job. Also, Shark Week. Follow her on Twitter at [@HelenASPopkin](#) or Friend her on Facebook. All the kids are doing' it! What are you, chicken?

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For the past 20 years, Suzanne Kantra has been on the front lines of the technology revolution, exploring and writing about major advancements in science and technology that have literally changed the way people live, work and play.

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her on Twitter: @TimaMedia.) She's also been a columnist for MSNBC.com: "DigiGirl." She also worked at The Village Voice. She began her career in journalism more than 15 years ago at Florida Trend magazine, before receiving a master's degree in Communications/Journalism at Stanford University.



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Amazon Appstore switches to double click to buy

Posted by at 09:03 PM on 28, May 2011



The Amazon Appstore has a small update. The software shop had to do with complaints from users, which by the 1-click ordering process something too easy an app could buy. That resulted in a lot of unwanted purchases: immediately after clicking the app instantly began to download. To an app you need to buy now in an additional step to give permission. That means you now need to do two clicks, just like the normal Android Market, where you further consent must give certain permissions to the app. The Amazon Appstore is with the update to 1.14 also become more stable, there is improved support for Android 1.6 and control what Free App of The Day there ready became better.

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