

KRAMER DECLARATION EXHIBIT A

From: Steve Schimmel [steve@google.com]
Sent: Tuesday, November 21, 2000 11:27 AM
To: rob@digitalenvoy.net
Subject: Re: Google geolocation bid request

Rob,

Hope to get a full response out by end of day.
Until then, I have a quick question:
Do your bids include updates?

Thanks,
Steve

Rob Friedman wrote:

- > Thanks for the feedback Steve. I appreciate Google's reasoning regarding
- > PR--it makes a lot of sense. We can certainly live without the press
- > release.
- >
- > The fee that I quoted earlier would be for "all you can eat"
- > metro-targeting-you can use it for everything and there is no volume cap.
- > Again we can talk about possible trade-offs (maybe for advertising or
- > something, if it makes sense). Additionally, we can also talk about a
- > graduated payment scale as your use increases (maybe one rate for use in
- > advertising only, additional for use in the search engine when you decide to
- > implement that)-don't know, just a thought. As for other granularities,
- > we can probably cut the price in half, if you were just interested in
- > country targeting (unlimited use). BTW, it seems that you should at least
- > use country targeting for your "Google in your Language" feature. I think
- > that it would add a lot to be able to show a Japanese user his or her native
- > language when he or she first hit your site rather than have to choose it
- > from a menu. Anyway, my that's just my two cents.
- >
- > We definitely view Google as a very important customer-especially since it
- > is the unofficial search engine of Digital Envoy (we all use it because it
- > is so fast). <grin>
- >
- > Let's talk on Monday!!
- >
- > Have a good weekend.
- >
- > Cheers,
- >

> Rob
>
> Rob Friedman
> Chief Business Envoy
> Digital Envoy
> rob@digitalenvoy.net
> 678 474-9766 (ext 202)
>
> -----Original Message-----
> From: Steve Schimmel [mailto:steve@google.com]
> Sent: Friday, November 17, 2000 8:22 PM
> To: Rob Friedman
> Subject: Re: Google geolocation bid request
>
> << File: steve.vcf >> Rob,
>
> Thanks for getting back to me.
> I wanted to respond here, but Ill give you a call (probably Monday).
> [please feel free to respond via email before the call].
>
> We will probably, eventually use your product in all the ways
> mentioned..That
> being said, we will most likely just use it for advertising targeting for a
> while (but like to have flexibility).
>
> We like the ability to go down to the city level, but want to get your bids
> for
> if we used it at the different levels of granularity.
>
> As for volume, we do not want to have to deal with forecasting usage, so we
> would want to consider it on an "all you can eat" basis
>
> We definitely appreciate your attitude and desire to be flexible.
>
> I do want to let you know our hard stance on PR.
> Google is first and foremost a technology company. As such, all information
> regarding technology sources is to be treated as confidential by Google
> (you'll
> notice that we dont have any type of site vendor or contributors page- our
> "partners" page is really a partial customer list).
> As the leading search technology vendor, competitors constantly try to
> discover
> how we do what we do. If we go outside our company for
> technology/expertise, we
> treat this knowledge as one of our competitive advantages. I'm sure this is
> a
> position you can understand, especially given the current competitive
> landscape

> in search!
> That being said, we would not restrict you from mentioning Google when you
> list
> your clients, and perhaps we may act as a reference account to non-search
> prospective clients.
>
> I look forward to speaking with you,
>
> Steve
>
> Rob Friedman wrote:
>
>> Steve,
>>
>> One thing I neglected to ask is how Google would be using our service. I
>> was assuming that you'd be using NetAcuity to help determine relevant
>> search
>> results, tailor language on your site for foreign users, as well aiding in
>> targeting your new advertising push. Also, I assumed that you'd need
>> information down to the city-level. These uses are reflected in the price
> I
>> quoted.
>>
>> Note that our prices vary based on our customer's use of our technology,
> the
>> approximate number of hits to be processed per month, and the granularity
> of
>> information needed (country, region and/or city-level). Please let me
> know
>> if my assumptions were incorrect.
>>
>> Again, please feel free to give me a call at 678 474-9766 (ext 202) to
>> discuss our products further.
>>
>> Cheers,
>>
>> Rob
>>
>> Rob Friedman
>> Chief Business Envoy
>> Digital Envoy
>> (678) 474-9766
>> rob@digitalenvoy.net
>>
>> -----Original Message-----
>> From: Steve Schimmel [mailto:steve@google.com]
>> Sent: Wednesday, November 15, 2000 6:29 PM
>> To: rob@digitalenvoy.net

>> Subject: Google geolocation bid request
>>
>> Rob,
>>
>> I wanted to introduce myself.
>> I am in the Strategic Alliances group here at Google.
>> I am assisting Matt Cutts in getting a geolocation service for us.
>>
>> We have narrowed down potential alternative vendors for this service,
>> and have included you in our finalists.
>>
>> At this point, I would like to get your best bid on providing us with
>> geolocation services for a 6 month contract (with the option to renew
>> for an additional 6 months at same terms).
>>
>> I want to make sure I understand the full cost, so please also indicate
>> if there are additional items required (ie. if we must purchase any
>> hardware from you, etc).
>>
>> I appreciate your timely response.
>>
>> Sincerely,
>>
>> Steve