
EXHIBIT B

Zynga's Secret To Success: Steal Great Ideas!

Nick Saint Jan. 19, 2010, 2:10 PM 69,411 25

Like + Email A A A

One reason people love to hate Zynga is the approach Zynga has taken to becoming so successful: The Microsoft approach.

Specifically: Copy a competitor's product, then crush the competitor.

Bill Gates did not grow Microsoft into a global giant by purely innovating or creating completely new products. Instead, he identified successful products, duplicated them, and used Microsoft's superior positioning and power to crush the existing competition.

For instance, Microsoft's Windows banished the Macintosh to years of relative obscurity; Internet Explorer killed off Netscape; Excel walloped Lotus, and Word replaced WordPerfect as the gold standard in word-processing.

Similarly, to grow his company, Zynga founder and CEO Mark Pincus has applied this model to the social gaming industry.

One way Zynga creates huge hits is by identifying popular games from other studios, creating a near replica, and then beating the original with a bigger marketing budget.

As with Microsoft, this strategy has made Zynga unpopular. The company has already paid one seven-figure settlement, and is mired in a slew of ongoing lawsuits.

But unpopularity -- and even perpetual legal battling -- may be problems Zynga is happy to put up with. As Microsoft has demonstrated, the strategy works.

Until his recent displays of philanthropic munificence, Bill Gates was never a beloved figure -- not the way Steve Jobs and Larry Ellison were. But you never caught his shareholders complaining.

So far, Mark Pincus and Zynga appear to be making that same trade-off.



See Also:



"High Level Ex-Facebook Exec" Says Zuckerberg Wants To Hire A CEO - Analyst



Places Is Facebook's Biggest Bet To Date



Get Ready For A Wave Of Annoying Facebook Places Check Ins

Sign up to get **SILICON ALLEY INSIDER** emails **NEW! ALERTS**

Email

Subscribe

Your Money Sponsored by **AMERITRADE**

Dow Jones Industrial Average (DJI)	Dow	10271.21
	▼ -144.33	-1.39%
	Nasdaq	2178.95
	▼ -36.75	-1.66%
	S&P 500	1075.63
	▼ -18.53	-1.69%

Advertisement

Get Business Insider on iPhone **NEW!**

Facebook → Placebook

• The Implications Of Facebook's "Places"

• REVEALED: Facebook's Wacky Product Launch Ceremonies



Take a look at Zynga's games, the games it copied, and how it has crushed the innovators →

Photo: Joi

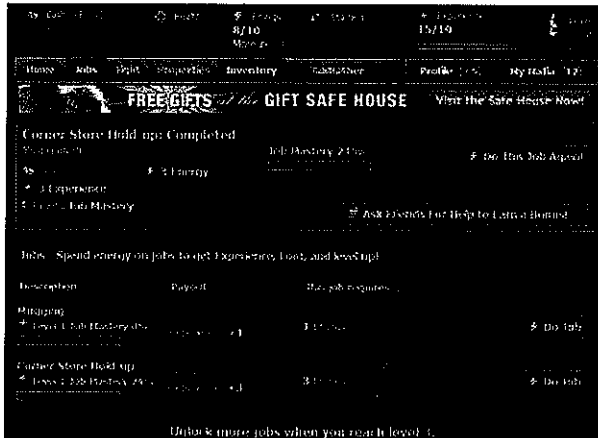
[View As Slideshow »](#)

• Facebook Places Is An Obvious Foursquare Rip-Off And It's Going To Be Huge

• Three Engineers Who Made Facebook Something 500 Million People Love Just Quit

• Facebook Places Off To A Rough Start In San Francisco

Before Zynga came out with Mafia Wars...



HOT QUESTIONS

What Smart People Are Discussing Right Now

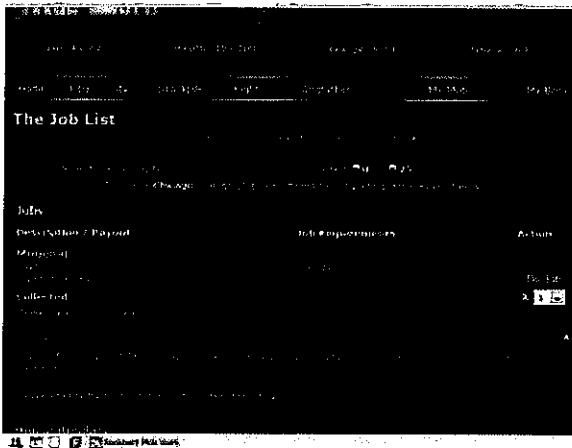
Q: Should a mosque be built at Ground Zero? **41 Answers** 12 minutes ago

Q: Foursquare users, are you still going to use Foursquare--or switch to Facebook? **2 Answers** 48 minutes ago

Q: QUESTION OF THE DAY: Is Foursquare toast? **4 Answers** 2 hours ago

[More](#) [All »](#)

...Psycho Monkey developed Mob Wars



And here's where things stand now:

MOB WARS
Date Released: September 2008
Developer: Psycho Monkey LLC
Users: 1,205,879

MAFIA WARS
Date Released: November 2008
Users: 23,256,287
Developer: Zynga

What it is: Commit crimes or attack other

players with the click of a button, then read about how it all turned out. Criminal activity earns you in-game cash to buy weapons, equipment, and real estate, and experience points that allow you to improve your abilities.

RESOLUTION: Psycho Monkey filed a lawsuit against Zynga that was ultimately settled for between \$7-\$9 million.

Jobs
Machine Learning Engineer
 San Mateo, CA (United States)
 Redbeacon

[Next Job](#)

[More Jobs >](#) [Post a Job >](#)

Read Me



John Battelle [3](#)
 AT&T on net neutrality: Trust us, we know what you want. [Read »](#)



Dan Frommer [7](#)
 Shopkick could have been popular with teens, but doesn't work on the teen-friendly iPod touch. [Read »](#)

Henry Blodget [32](#)
 Okay, folks, here's something we'd love your help with: SAI is

Before Zynga's FarmVille...



...there was Slashkey's Farm Town



And here's where things stand now:

Farm Town:
Date Released: April 2009
Developer: Slashkey
Users: 14,104,459

FARMVILLE:
Date Released: June 2009
Users: 74,008,714

What it is: You farm. You plant seeds, which take

time to grow, at which point you can harvest and sell them. You advance in much the same manner as in Mafia Wars (and nearly all of Zynga's other games), gaining cash and experience for your work, allowing you to expand and improve your farm. Friends playing FarmVille can become your 'neighbors', their farms actually appearing right next to yours; interacting with them, or getting more people to sign up, helps you earn more.

Before Zynga made FishVille...



looking for a great editor-in-chief. [Read »](#)



Mark Suster
 You have 20 seconds to get someone's attention. Here's how to make them count. [Read »](#)



Owen Thomas 1
 From Groupon to Etsy and FreshDirect to Diapers.com, a cunning new breed of e-commerce players should be ready to test the public markets soon. [Read »](#)

Advertisement

THE HIVE

What Smart People Are Reading Right Now

Twifficiency 53

The Tragic Death of Practically Everything 31

The Web Is Dead. Long Live the Internet | Magazine 30

More

[All »](#)

BETA

TweetUp

World's Best Tweeters

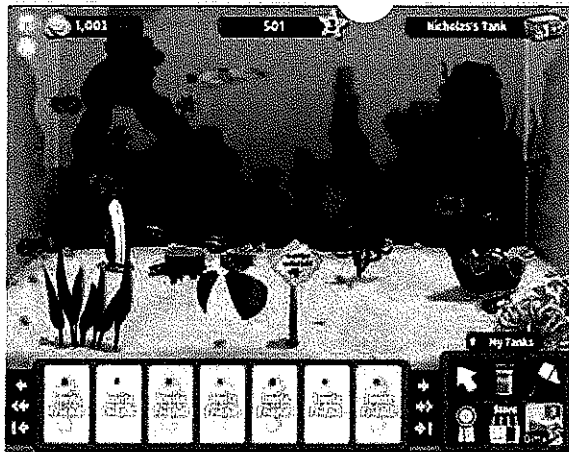
SBT **Small Business Tech**
 Technology reviews and advice for small businesses. Hardware, software, mobile, network & social media strategies to help grow your company.

7,443 [businessstech](#) [follow](#)

TECH CHECK **Jim Goldman**
 Technology reporter and journalist for CNBC. Writer of TechCheck. Focused on tech news, trends, analysis & economics.

1,517 [jimgoldman](#) [follow](#)

jeffersongraham
 Tech reporter for USA TODAY. Host & producer of Talking Tech web video show. Journalist covering consumer electronics and internet culture.



...TallTree Games had a hit with Fish World



And here's where things stand now:

FISH WORLD

Date Released:

October 2009

Developer: TallTree Games

Users: 7,607,655

FISHVILLE

Date Released:

November 2009

Users: 24,460,783

What it is: You can read much, much more about FishVille

and how it makes money here, but the premise is pretty simple: you start with an empty fish tank, and you want to build up a fish tank filled with exotic fish and neat decorations. You buy baby fish and sell grown fish, which are mysteriously more valuable. As always, you can trade with friends who also play.

Zynga's game Cafe World came after...

2,129 jeffersongraham [follow](#)

Christine Gilbert
Fortune 500 manager turned travel blogger and digital nomad offers tech reviews. Updates on documentary, The Wireless Generation.
47,311 almostfearless [follow](#)

Tweelforce Best Buy
A collective force of Best Buy technology pros offering tech advice in Tweet form. Search www.bbyfeed.com to find your own answers...
28,079 twelforce [follow](#)

Sponsors

Business Insight from The Business Insider
OPEN Forum

Add stock quotes and news to your website
Financial CONTENT

Visit us and see the difference at:
Ad-Juster.com
Ad-Juster

TRAVEL THE WEB WITH BUSINESS INSIDER

BRIDGESTONE

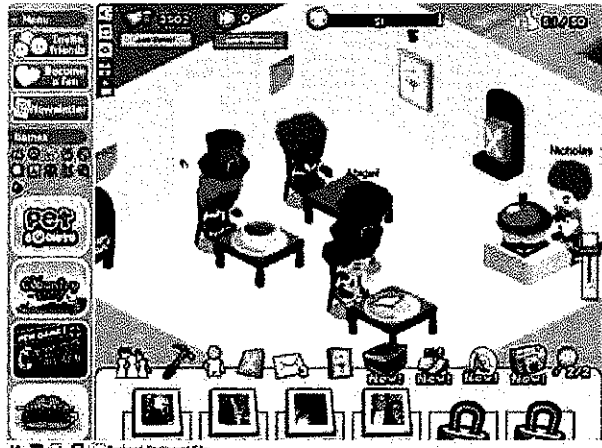
DATAPIPE
MANAGED IT SERVICES

Sponsor Business Insider »

Popular	Commented	Tags
	Here It Is: The World's Most Expensive Home 198,982 Views	
	10 Monster Bubbles Currently In The Making 190,002 Views	
	MAP OF THE DAY: The 22 Cities At Risk Of A Double Dip 180,953 Views	
	Meet The YouTube Stars Making \$100,000 Plus Per Year 180,283 Views	
	18 Companies That Consumers Absolutely Hate 134,699 Views	



...Playfish's Restaurant City



And here's where things stand now:

RESTAURANT CITY

Date Released:

April 2009

Developer: Playfish

Users: 15,009,117

CAFE WORLD

Date Released:

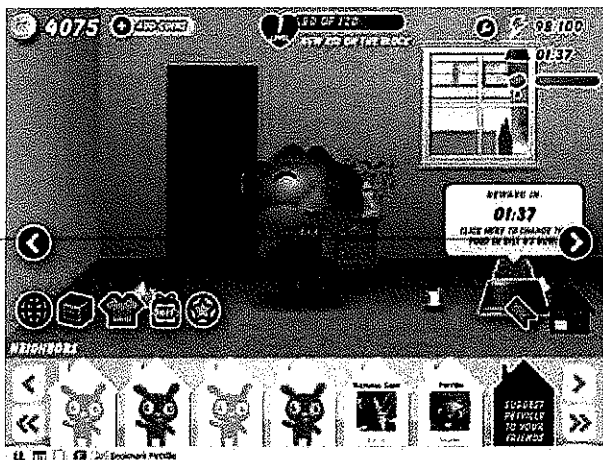
September 2009

Users: 29,967,961

What it is: You are the owner and chef of a new restaurant.

After hiring a waiter, you begin cooking food, which is served to customers. This earns you money. Money allows you to buy more cooking equipment. And so on.

Zynga's PetVille...



...followed Playfish's Pet Society



And here's where things stand now:

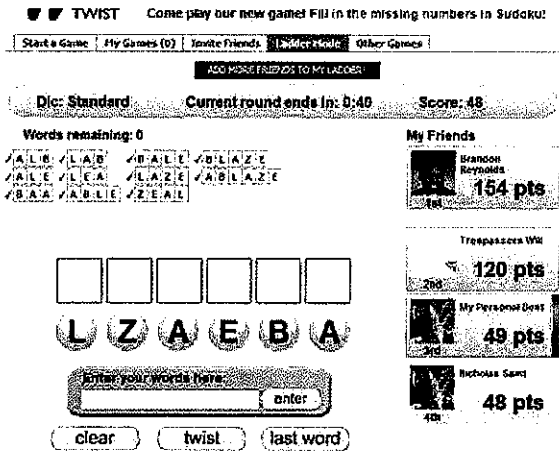
PET SOCIETY:
Date Released: September 2008
Developer: Playfish
Users: 20,042,566

PETVILLE:
Date Released: December 2009
Users: 17,944,083

What it is: You have a new pet to take care of. This involves feeding him,

washing him, playing with him, and the like. Keeping him happy earns you money to decorate your home, which is very important to your pet. You can also take him to your friends houses to play with their pets, which makes him very happy.

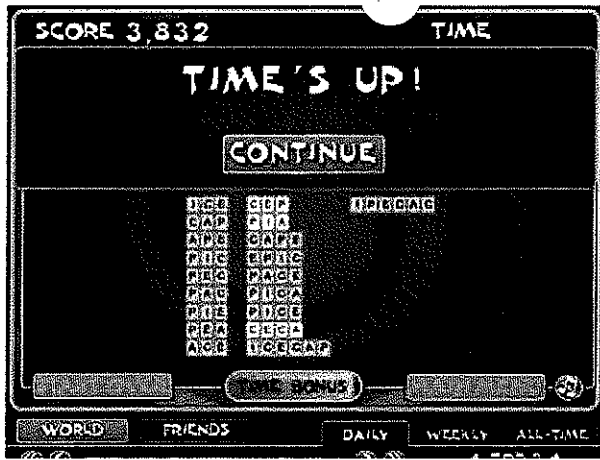
Zynga's came out with Word Twist after...



...GameHouse made TextTwist

And here's where things stand now:

TEXTTWIST
Date Released: July 2009 (for the Facebook version, but it has existed as a web game for years)



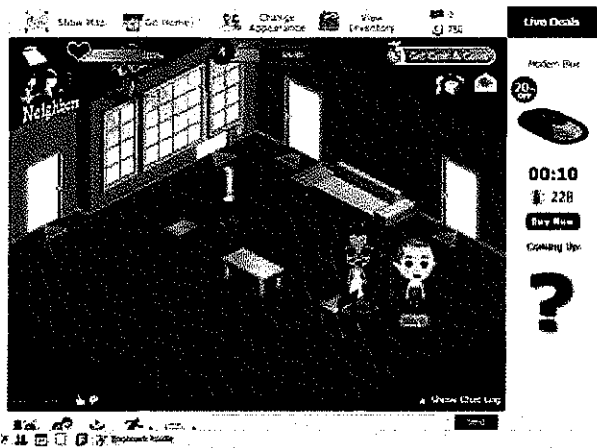
Developer:
GameHouse
Users: 195,229

WORD TWIST
Date Released:
September 2008

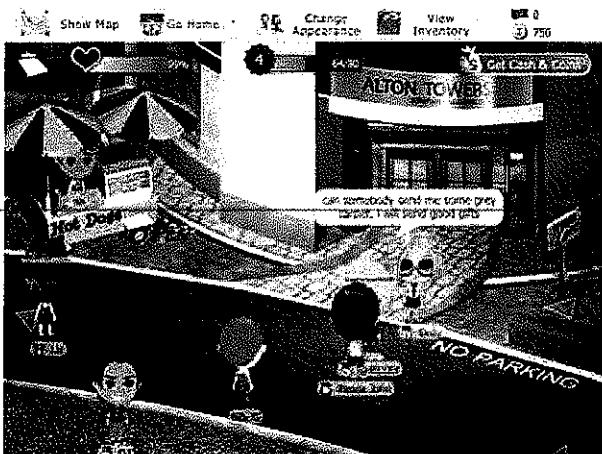
Users: 445,228

What it is: Find as many words as you can using the letters provided. You can play by yourself, or challenge up to four friends at a time.

Zynga's Game: YoVille



What Came First: Nothing!



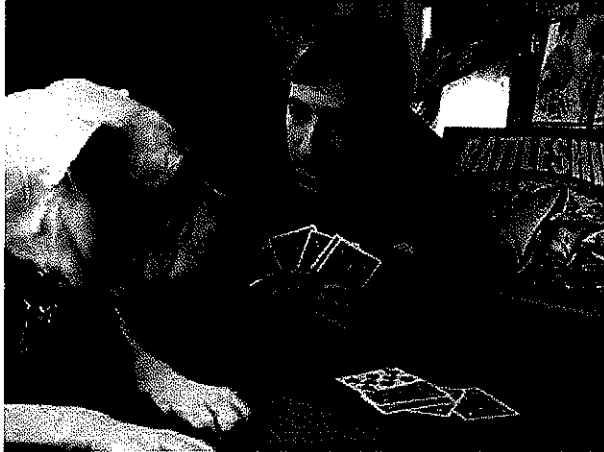
YoVille
Date Released:
September 2008
Users: 15,234,993
What it is: YoVille is PetVille without the pets, or FishVille without the fish. Decorating your home is a big part of it. So is visiting the homes of your friends. You can earn money by actually going to work (at a factory!) and by

playing mini-games

with other players (tic-tac-toe, rocks, paper, scissors, etc.).

It isn't too closely modeled on anything as far as we can tell. This one is Zynga all the way.

Summary

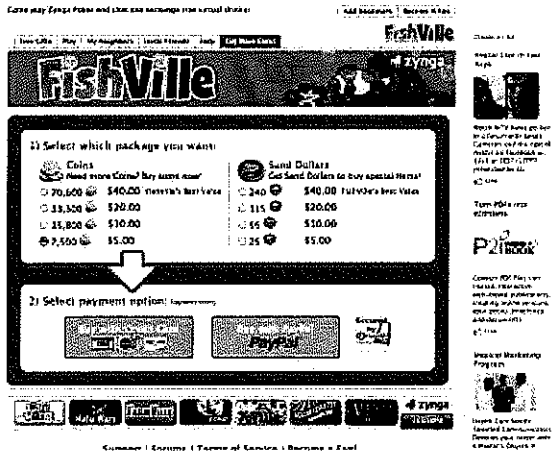


In addition to the games profiled here, Zynga has a number of Mafia Wars clones, with nearly identical game play but different subject matter: Fashion Wars, Dragon Wars, Pirates, Vampires, Street Racing, and Special Forces. It also has a game called Roller Coaster Kingdom which is fairly close to Cafe

World. Finally, it has versions of a few common games that either aren't anyone's intellectual property (poker) or are regularly duplicated with impunity (Boggle).

All in all, then, Zynga has one original game in its 19-strong Facebook lineup, just over 5% of its total output.

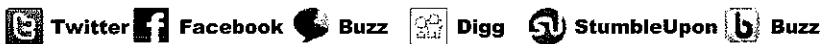
Don't Miss:



How Zynga makes millions off FishVille >>

Tags: Online, Startups, Features, Social/Casual Gaming, Zynga, Social Networking, Virtual Goods, Facebook, Gaming, Media, Electronic Arts | Get Alerts for these topics »

Share:





Reddit



LinkedIn



Email



Embed



Alerts



Newsletter

Advertisement:

[Blackboard Home »](#)

Electronic Arts [Edit This »](#)



Summary

Electronic Arts is an international video game developer, marketer, publisher and distributor. [More »](#)

Zynga [Edit This »](#)



Summary

Social games maker Zynga develops browser-based games that work both stand-alone and as application widgets on social networking websites such as Facebook. Its games include FarmVille, Mafia Wars, Zynga Poker, YoVille... [More »](#)

Facebook [Edit This »](#)



Summary

Facebook is one of the largest web sites in the world. The site was started in 2004 by Mark Zuckerberg when he was an undergraduate student at Harvard and grew rapidly to include hundreds of millions of users. Since September... [More »](#)



Nick Saint is a reporter at The Business Insider.

Contact:
e-mail: nsaint@businessinsider.com
AIM: erraticnyc
Subscribe to his twitter feed

Recent Posts

- FarmVille Creator Zynga Hir...**
- Jonah Peretti's Awesome Vir...**
- Are You Smart Enough To Get...**

Sponsored Link: Join TD AMERITRADE. Trade free for 30 days + get \$100. Then get \$9.99 trades.

25 Comments

[Receive email updates on new comments!](#)

Comment kicked to The Bleachers.

Comment kicked to The Bleachers.

Comment kicked to The Bleachers.

OK on Jan 19, 3:15 PM said:

Zynga bought yoville and poker so in fact zynga has never made a original successful game. I doubt they ever will.

 **4**  **1**

[Flag as Offensive](#)

[↩ Reply](#)

Parker (URL) on Jan 19, 3:22 PM said:

This post reeked of M\$ hate, but its true.


 **2**  **1**

[Flag as Offensive](#)

[↩ Reply](#)

just.a.guy on Jan 19, 3:33 PM said:

It's pretty amazing how fast Zynga's offerings have followed the competitors. If they are in fact copies after the fact, which seems likely, that is some very very fast fast-following. And some amazingly efficient and fast marketing as well.

 **4**  **0**


[Flag as Offensive](#)

The products are simpler and easier to distribute, but given the timescales, this is like the Microsoft model on crack.

[↩ Reply](#)

togilvie on Jan 19, 3:38 PM said:

This has been practiced by the smartest companies for many years. Pretty sure that the standard b-school example for this is Toyota.

 **4**  **0**

[Flag as Offensive](#)

[↩ Reply](#)

Muhammad (URL) on Jan 19, 3:39 PM said:

You could say the exact same thing about Facebook copying liberally from Tumblr/Twitter: status updates, "like", lists, now retweets.

 **3**  **0**

[Flag as Offensive](#)

[↩ Reply](#)



Henry Blodget on Jan 19, 5:31 PM said:

@Muhammad: Yes. We have said that, actually. It's a good strategy.

 **2**  **0**

[Flag as Offensive](#)

[↩ Reply](#)

henry blodget on Jan 19, 9:24 PM said:

now they have the money
so they can buy real game developers
i just wonder how long that business model will last since they have NO MOAT

 **3**  **0**

[Flag as Offensive](#)

[↩ Reply](#)

Kareem on Jan 19, 10:06 PM said:

Not sure if you guys are aware, but your site is deathly slow a lot of the time lately (30 second page loads). It also appears to be maxing out DB connections or something, because the content will load to a point (header) then stop.

 **0**  **2**

[Flag as Offensive](#)

[↩ Reply](#)

Lawrence on Jan 19, 10:14 PM said:

 **0**  **0**

Sounds like YoVille is a copy of the Sims and Animal Crossing.

Flag as Offensive

[Reply](#)

FML for your school -> (URL) on Jan 20, 10:29 AM said:

0 1

@Lawrence: Agree. You can trace anything to something b/c seriously at this point of history no idea is truly "innovative."

Flag as Offensive

However, I find this article insightful. For once SAI is giving some fresh news! lolz (I love SAI nevertheless).

The similarity of graphics is striking.

I wonder if this will be taught as a legitimate business model in the future...I mean...the only cost is couple million in lawsuit settlement, whereas the payoff is not spending money on R & D and cash flow in the future...as long as the latter is greater than former...well, "breaking" a law seems a pretty good strategy.

Money wins.

[Reply](#)

popo on Jan 20, 12:16 AM said:

1 5

Nick,

Flag as Offensive

What part of business competition, product development and researching the competitive-marketplace do you not understand?

Good for Zynga.

And by the way -- this has nothing to do with Microsoft. The Microsoft strategies were based on:

- 1) Bundling
- 2) Backdoor technical advantages through the OS
- 3) Acquisition

This post reeks of junior-varsity "hate", and makes BusinessInsider look like a whine-rag run by a bunch of losers who are neither business-people, nor "insiders".

[Reply](#)

Thomas Aquinas on Jan 20, 9:27 AM said:

1 1

@popo: Wait. Did you read the article?

Flag as Offensive

There's some gentle mockery of a company whose whole model is based on flirting with copyright infringement. But there is also acknowledgment of the model's success. I quote:

"But unpopularity -- and even perpetual legal battling -- may be problems Zynga is happy to put up with. As Microsoft has demonstrated, the strategy works.

Until his recent displays of philanthropic munificence, Bill Gates was never a beloved figure -- not the way Steve Jobs and Larry Ellison were. But you never caught his shareholders complaining.

So far, Mark Pincus and Zynga appear to be making that same trade-off."

That seems more cool rationality than JV haterade.

Scholasticism rulez!!1!

[Reply](#)



sent2null (URL) on Jan 20, 12:31 AM said:

2 0

Time out

Flag as Offensive

Larry Ellison was beloved? by who?

grin

[Reply](#)

Matt on Jan 20, 9:08 AM said:

2 **0**

Lotus sucked. I had to build an interactive training package on it once, hated every minute of using it.

[Flag as Offensive](#)

[Reply](#)

Neek on Jan 20, 10:43 AM said:

2 **2**

There seems to be a lot of mistaken assumptions here.

[Flag as Offensive](#)

- 1) Larry Ellison, beloved by users?
- 2) MS didn't banish the Mac, it was a combination of Apple's early mistakes and MS taking advantage of holes in its strategy (It DID copy the Mac, but that's another story altogether, and Apple DID steal that interface from Xerox too)
- 3) Internet Explorer used the Mosaic license early on, from Spyglass
- 4) Excel didn't "copy" Lotus, MS made its own after Lotus wouldn't support MS-Windows early on.
- 5) Ditto for Wordperfect.

etc. etc.

Dude, the ancient Greeks, Rome and many/most companies get big by assimilating or embracing technology not just in-house, but elsewhere, and use it to great effect.

Why single out MS? Because of its success? Zynga does that as its own strategy to get a leg up, MS or not.

[Reply](#)

Prick on Jan 20, 11:18 AM said:

1 **1**

@Neek: Not sure your comment on excel is correct. Excel was created in the 80s in response to the completely shitty "visicalc". I could be wrong

[Flag as Offensive](#)

[Reply](#)

Neek on Jan 23, 11:28 AM said:

1 **1**

@Prick: You must be referring to MS Multiplan. Excel was made for Windows to be a graphical app after Lotus, Ashton-Tate (before it was acquired by Borland) and Wordperfect Corp. tried to stifle MS hegemony by not supporting Windows and opting instead to stay with DOS and OS/2.

[Flag as Offensive](#)

Excel et al took advantage of the graphical interface of Windows, giving it years of leeway before Lotus and the rest of the gang could catch up, having made the wrong bet, and all the while MS's stranglehold on Windows grew stronger.

[Reply](#)

NameCaster (URL) on Mar 6, 6:22 PM said:

0 **0**

@SonicMaBro
It may be a possibility that what you say could actually be useful but I refuse to read a post that is all caps.
You should fill out an app for Zynga.

[Flag as Offensive](#)

[Reply](#)

Alacrity on Mar 7, 6:24 PM said:

0 **0**

Zynga steals good ideas? Did WoW steal their MMO idea from Everquest, FFXI, Ultima Online? The statement that there is stealing involved does not take into consideration that everything is spawned from something. Because of this there is an evolution in games. Zynga took the base idea, and evolved it into something better than what it was. Even for real world markets, did Pepsi steal Coke's idea? Does the cosmetic industry repeatedly steal from each other? How about the fashion industry? When one takes a good look at the big picture, one can realize that all things are derived from something else. The very essence of

[Flag as Offensive](#)

originality is the innovation involved with taking good ideas and making them better.

[Reply](#)



Muhammad Asad on Apr 28, 8:20 AM said:

0 0
Flag as Offensive

this post is very informative
cheack it out.....
Weighing Equipment

[Reply](#)



lamgod Inhell on May 6, 10:29 AM said:

0 0
Flag as Offensive

Recently, A very good friend of mine has had her account hacked and all her tradable items stolen in Zynga's Mafia Wars. I had heard rumors in the past that Zynga has been suspected of doing such things themselves, but talking with ppl lately I have found that higher lvl powerful players have suddenly had all there items removed....and gotten absolutly no where with zynga as the only response from them is that they have no record of ppl ever having the said missing items.....my question is....how can one be lvl 500+ and have NO items at all?.....and how is it that a facebook account is hacked yet all other games left untouched as well as the facebook account itself? the more i talk to ppl the more I believe that it is zynga behind all of this, and the crooked nature of there entire business and history, has me inclined to believe that this is the act of zynga. Im wondering how many ppl know about this epidemic of account hackings and lack of response and support by zynga.

[Reply](#)

missy johnson on Aug 6, 3:10 AM said:

0 0
Flag as Offensive

i sent my idea into zynga about making farmville a little better, i suggested they make it where you can build your own storage sheds, barns etc with tools. i also made a suggestion they be able to paint them different colors. i spent over 200 dollors on the different games. well needless to say i got my account taken away. they would not tell me why or give me a reason.

[Reply](#)



The Bleachers

Show Comments

Join the discussion Login With Facebook Login With Twitter

Name (Required)

Email Address (Required but never displayed)

URL

Comments (You may use HTML tags for style)



Submit

A-Z INDEX

COMPANIES
AUTHORS
TAGS
SITE MAP

VIDEO

LATEST
TBI LIVE

LISTS & RANKINGS

SAI 50
SA 100
BEST BUSINESS SCHOOLS
SEXIEST CEOS
MORE

YOUR ACCOUNT

REGISTER
CHANGE YOUR EMAIL
PREFERENCES

ABOUT EI

ABOUT
MASTHEAD
CONTACT
ADVERTISE
MOBILE

FOLLOW EI

EMAIL NEWSLETTERS
RSS
TWITTER
LINKEDIN
FACEBOOK

VERTICALS

TECH & TELECOM
MEDIA
FINANCE
MACRO-ECONOMY
GREEN TECH & ENERGY
SMB STRATEGY
LAW REVIEW
TBI RESEARCH

TOOLS

STOCK QUOTES
JOB LISTINGS

* Copyright © 2010 Business Insider, Inc. All rights reserved. Registration on or use of this site constitutes acceptance of our Terms of Service and Privacy Policy. [Disclaimer](#)

Redesign by [Intersect, Inc.](#) Powered by [MongoDB](#) Hosted by [Datapipe](#) Web analytics by [Empirical Path](#)

advertisement | your ad here



home of the

Subscribe to the weekend Chronicle

Search



SFGate



Web Search by YAHOO!



Businesses | Advanced

Sign In | Register

Bay Area & State Nation World Politics Crime Tech Obituaries Education Green Science Health Weird Opinion

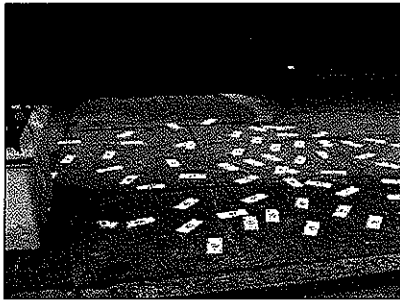


« Anonymous cabbie... | Main | Gascon Calls Out the... »

Zynga guerilla marketing ploy gets legal response

113 retweet 233 share

He may not be Nick the "button man," but San Francisco City Attorney Dennis Herrera has Mafia Wars in his sights.



Some of the offending bills.

Herrera's office sent a letter Thursday to Zynga Game Network threatening a lawsuit over a guerrilla marketing campaign the San Francisco-based gaming company is apparently using to drum up interest in the latest version of its Mafia Wars online game.

It seems that dozens of fake \$25,000 bills have been glued to the sidewalk in five locations in Hayes Valley, and the Department of Public Works is sick and tired of cleaning them up.

A steam cleaner has to be brought in to do the work, and it takes about 45 minutes in each location, plus administrative time, DPW officials said.

"We don't have any staff to spare," DPW spokeswoman Christine Falvey said. The total cleanup costs are still being tabulated.

Each bill has the website address "mafiaawarslv.com," which links to the Las Vegas version of game. The grand prize in a drawing for visiting the site is \$25,000.

The company also blew up an armored car in the desert to commemorate the Vegas game, saying:

Yeah, you read that right. We're taking a 4 1/2 ton armored truck into the Nevada desert, filling it with dynamite and then kaboom!

We're not sure if that's kosher with authorities in Nevada, but the fake bills are definitely not cool with Herrera.

The city wants Zynga to turn over all its information about the guerrilla marketing campaign, asking for "emails, work orders, scope of work, contracts, marketing plans or other records -- that show when and where the graffiti in San Francisco was placed, and by whom," Deputy City Attorney Alex Tse wrote to the company.

The city also wants Zynga to offer "a proposal to fully resolve the issue." Just paying for the cleanup won't be enough, officials said.

"The City Attorney takes violations such as these very seriously and intends to pursue every available cause of action aggressively against Zynga for these illegal marketing tactics," Tse wrote.

Posted By: John Coté (Email) | August 20 2010 at 09:00 AM

Listed Under: City Attorney Dennis Herrera

Share | Email

« Anonymous cabbie... | Main | Gascon Calls Out the... »

Comments (128)

Add Your Comment

Sort comments by: Oldest to Newest

City Insider

Contact

Follow on Twitter



Welcome to the blog from the reporters and editors who tirelessly cover the issues of San Francisco.

By Audrey Cooper, John Coté, Kristen Go, Rachel Gordon, Heather Knight, Marisa Lagos, Meredith May, C.W. Nevius, Jill Tucker, Read Bios

advertisement | your ad here

RECENT ENTRIES

- Muni service restorations: a bumpy ride
- Like it or not, Newsom takes backseat
- Gascon Calls Out the City for Lack of Concern Over Shooting
- Zynga guerilla marketing ploy gets legal response
- Anonymous cabbie honored at old-time SF watering hole
- Rec & Park Commission chooses out-of-state vendor for Stow Lake boathouse
- It's a lean, mean, weed-fighting machine.
- Neighborhood groups sue over waterfront plan
- Newsom calls for dancing in the streets
- Jelly's nightclub will fight eviction notice, points to poop as cause

More »

CATEGORIES

- Art (16)
- Being green (67)
- Board of Supervisors (329)
- Budget crisis (172)
- Campaign finances (10)
- City Attorney Dennis Herrera (28)
- City icons (38)
- Crime (95)
- DA Kamata Harris (13)
- Development (46)
- education (2)
- Film (4)
- Health programs (57)
- Homeless issues (16)
- Housing (38)
- If you build it, they will come (94)
- Immigration (8)
- In the classroom (87)
- Landmarks (7)



sillyvalley 9:31 AM on August 20, 2010

What's to discuss? Just send them the bill.

REPLY (230) (9) POPULARITY: 221

9 replies

[Report Abuse]



Name withheld 9:32 AM on August 20, 2010

This comment has violated our Terms and Conditions, and has been removed.



jetgirl 9:34 AM on August 20, 2010

I kind of liked it...money trees!

REPLY (5) (70) POPULARITY: -65

1 reply

[Report Abuse]



joe_friday 9:34 AM on August 20, 2010

Good thing they didn't pull this in Boston.

REPLY (44) (7) POPULARITY: 37

4 replies

[Report Abuse]



cronmunist 9:35 AM on August 20, 2010

Yeah this seems like a no brainer. If anyone has the bucks to clean up the situation, it's a gaming company, and if they opt to clean it up themselves, they can just hire some guys for \$12/hr vs. the city paying identically skilled workers \$100/hr.

REPLY (100) (21) POPULARITY: 79

7 replies

[Report Abuse]



trer 9:36 AM on August 20, 2010

No wonder the City is unhappy. Now they have to actually get off their bums and do some work!

REPLY (35) (91) POPULARITY: -56

2 replies

[Report Abuse]



JuiceWeasel 9:38 AM on August 20, 2010

Why doesnt the human feces on SF's sidewalks get the same cleaning treatment as these fake bills?

REPLY (165) (20) POPULARITY: 145

11 replies

[Report Abuse]



bearsandgiants 9:38 AM on August 20, 2010

I'm tired of picking up homeless poop and scraping graffiti off the walls. where do i send the bill?

REPLY (93) (14) POPULARITY: 79

4 replies

[Report Abuse]



joescales 9:39 AM on August 20, 2010

...and then they get more publicity when they get the bill. (probably cheaper than putting an ad in the paper)

REPLY (28) (2) POPULARITY: 26

[Report Abuse]



jellybean3 9:40 AM on August 20, 2010

Charge them with littering. One count for every bill x a \$500 fine. It would easily cure the city's budget woes.

REPLY (111) (9) POPULARITY: 102

4 replies

[Report Abuse]

- Libraries (21)
- Living here (241)
- Mayor Gavin Newsom (335)
- Movers and shakers (84)
- November campaigns (94)
- Presidio (8)
- Protest of the day (27)
- Ranking SF (22)
- Rec and Parks (91)
- Sanctuary city (23)
- See you in court (70)
- SF Zoo (3)
- The Arts (1)
- The Road to Sacramento (18)
- Transit, traffic and just getting around (233)

ARCHIVES

« AUGUST 2010						
SUN	MON	TUE	WED	THU	FRI	SAT
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
29	30	31				

WE'RE GOING YOUR WAY

Save \$25 off

ONE-WAY RENTALS WITH AVIS

GET THIS DEAL

AVIS

- Home
 - News
 - Sports
 - Business
 - Entertainment
 - Food
 - Living
 - Travel
 - Columns
 - Buy & Sell
 - Jobs
 - Real Estate
 - Cars
 - Site Index
- [return to top]

View Page: 1 2 3 4 5 6 7 8 9 10 Next »

Comments Per Page: 10 | 20 | 50

Add Your Comment

New to the site?

To use commenting, you need to sign up.

Register

Already a member?

Please log in. (Forgot Password?)

Username

Password






Remember Me

Sign In

Read More

Powered by  OneSpot

From SFGate.com:

-  [Zynga campaign has city steaming](#)
8/21/2010
-  [San Francisco: third safest city for kids](#)
8/19/2010
-  [San Francisco Opera broadcasts on KQED](#)
8/18/2010
-  [Rally for topless equality in San Francisco](#)
8/22/2010
-  [TECH CHRONICLES / Ex-MySpace CEO joins Zynga as VP](#)
8/17/2010

WELCOME TO UP TO
25% OFF
LAST MINUTE STAYS
BOOKED BY SEPTEMBER 2ND

BOOK NOW >

HYATT.
YOU'RE MORE THAN WELCOME

HYATT.COM

ADVERTISEMENT

From Around the Web:

- [Zynga's Guerilla Marketing Threatens Legal, Not Mafia War? With San Francisco](#)
8/21/2010 - Forbes.com: News
- ["Mafia Wars" Viral Marketing Angers San Francisco City Hall](#)
8/22/2010 - Mashable!
- [News: Zynga under fire for guerilla Mafia Wars marketing](#)
8/23/2010 - GamesIndustry.biz - News
- [Mafia Wars Marketing Stunt Angers City DA](#)
8/21/2010 - Marketing P@grim » Legal

Related Topics: Public works, Las Vegas, Nevada, San Francisco, Mafia Wars, Hayes Valley, San Francisco, California

Ads by Yahoo!

Invest in Gold: Learn How
Gold Delivered to Your Door. Free Investor Kit. Since 1960.
(Goldline.com/Gold)

Penny Stocks Trading Community
Sign up now for 100% free penny stock alerts. Watch your profits soar.
(FreePennyAlerts.com)

Advertising Services: Place a Classified Advertise in Print Advertise Online About Our Ads Public Notices Local Businesses: Business Directory

Reader Services: Home Delivery Subscribers E-Edition Mobile RSS Feeds Newsletters Feedback Buy Photos FAQ Corrections Get Us

Company Info: Contact Us Hearst Corp. Privacy Policy Terms and Conditions Work for Us Chronicle in Education Events & Promotions Submissions

© 2010 Hearst Communications Inc.
HEARST newspapers