EXHIBIT 28

From: ████████

Sent: Thursday, October 04, 2012 10:05 AM

To: ████████████████

Cc: ████████████████████████

Subject: Re: Share/Like count issue

Thanks ██. We just made the following update to the statement. Let us know if this is better --

> "Absolutely no private information has been exposed. Each time a person shares a URL to Facebook, including through messages, the number of shares displayed on the social plugin for that website increases. Our systems parse the URL being shared in order to render the appropriate preview, and to also ensure that the message is not spam. These counts do not affect the privacy settings of content, and URLs shared through private messages are not attributed publicly with user profiles.
>
> We did recently find a bug with our social plugins where at times the count for the Share or Like goes up by two, and we are working on fix to solve the issue now. To be clear, this only affects social plugins off of Facebook and is not related to Facebook Page likes. This bug does not impact the user experience with messages or what appears on their timelines."

From: ████████████████

Date: Thu, 4 Oct 2012 10:01:22 -0700

To: ████████████████████

Cc: ████████████████████████████

████████████████

Subject: Re: Share/Like count issue

Thanks guys.

The problem is, there's a substantive difference between likes and shares.

Whether it is written in the small print of platform or not, the understanding of 99.9% of people is that like is an explicit action.

I totally appreciate that you've laid this out in as plain a way as possible and the root of the problem is not in PR.

But I fear we will get dashed against the rocks in Europe for this.

The only small blessing is that the likes are not attributed to users or added to their page likes. But it is pretty bad.

Is there any chance of removing this facility for likes, but retaining it for 'shares' (I can't even remember if a share display box exists)?

Cheers

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Facebook

Subscribe: https://www.facebook.com/iain.mackenzie

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From: █████████████████████████

Date: Thursday, 4 October 2012 17:42

To: ████████████████████████████████

Cc: ████████████████████████████████

Subject: Share/Like count issue

Hi all — Yesterday it came to our attention that there was a bug with the counts of shares and likes for external websites. Since then this has been confused with issues related to gaming Page likes and Facebook scanning private messages.

Below is our statement and background information.

Thanks to ████ and ████ for working on this as well. And to ████ for his amazingly quick skills in getting a good BI follow up story: http://www.businessinsider.com/facebook-private-messages-likes-2012-10 -- *"The truth is, there is nothing to see here. Move along."*

Let us know if you have any questions.

Thanks,

████

Share/Like count issue

On background:

- This has nothing to do with the Likes associated with a Facebook Page. It is related to the shares that happen of website pages off of Facebook.com that are shared through Facebook channels, such as wall posts, messages and social plugins.
- The increase in share count is anonymous and occurring on the backend and enables websites to see how many times their web pages are being shared on Facebook.
- This is how the Share and Like count for web pages have always worked. More in our developer documentation here: https://developers.facebook.com/docs/reference/plugins/like/
  - **What makes up the number shown on my Like button?**

    The number shown is the sum of:

    1. The number of likes of this URL
    2. The number of shares of this URL (this includes copy/pasting a link back to Facebook)
    3. The number of likes and comments on stories on Facebook about this URL
    4. The number of inbox messages containing this URL as an attachment.

Statement:

"Each time a person shares a link to Facebook, including through wall posts, clicks of a social plugin, or messages, the number of shares for that website increases. Our systems recognize the URL being shared in order to render the appropriate image preview to attach to the message or wall post, and to also ensure that the message is not spam.

We did recently find a bug where at times the count for the Share or Like goes up by two, and we are working on fix to solve the issue now. This bug does not impact the user experience with messages or what appears on their timelines."