

## **EXHIBIT 2**

RE: story about us and the company that sounds a lot like us...

**Subject:** RE: story about us and the company that sounds a lot like us..  
**From:** "Rob Katz" <rkatz@lulu.com>  
**Date:** Thu, 6 Sep 2007 06:51:32 -0400  
**To:** <rfy@lulu.com>, "Gail Jordan" <gjordan@lulu.com>  
**CC:** "cdean" <cdean@lulu.com>, "scarter" <scarter@lulu.com>, "Lauren Parker" <lparker@lulu.com>, "cleed" <cleed@lulu.com>, "will" <will@pagetbaker.com>

Also, Arrington did write the follow up to his Swahili translation:

Lulu To Hulu: Cease And Desist  
<http://www.techcrunch.com/2007/09/05/lulu-to-hulu-cease-and-desist/>

-----Original Message-----

**From:** Bob Young [<mailto:rfy@lulu.com>]  
**Sent:** Thursday, September 06, 2007 6:49 AM  
**To:** Gail Jordan  
**Cc:** cdean; rkatz; scarter; Lauren Parker; cleed; will  
**Subject:** Re: story about us and the company that sounds a lot like us...

Seems like this story may have legs after all.

Gail Jordan wrote:

All:

In this hit they call it "maybe the best story of the year - maybe the best story ever..."

<http://mashable.com/2007/09/05/hulu-lulu/>

this ran on CNET:

[http://news.com.com/8301-10784\\_3-9772407-7.html](http://news.com.com/8301-10784_3-9772407-7.html)

Gail

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