A. As far as I can tell, yes. 1 Q. Does the report, which primarily 2 3 consists of pages 1 through 20, 20 pages, that is your report in this case; true? 4 Page 1 through 21. That is my 5 A. 6 report, yes. Pages 1 through 21, you're 7 8 correct. That is your report; true? That is correct, yes. 9 Q. Is there anything in that report 10 as you sit here today that you believe to be in 11 error or incorrect? 12 A. No, I don't think so. 13 Q. Do you have any intentions today 14 15 or in the future to make any changes with respect to your report? 16 17 A. No, I do not. Q. Or do you have any intentions of 18 making any changes to any of the materials in 19 20 Exhibit Number 2? A. No, I do not. 21 MR. MORAN: David, this is David 22 Moran and Carl Butzer on behalf of the 23 24 Defendants. How are you doing? MR. PRIDHAM: I apologize to 25

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1
   you know.
                  THE WITNESS: I don't know.
 2
 3
   BY MR. MORAN:
                 How many times have you purchased
 4
   an airline ticket on-line?
 5
               30 times, 40 times. Whenever I
 6
 7
   fly.
                  Three or four times?
 8
           Ο.
           A.
                  30 or 40 times, whenever I fly.
                  30 or 40 times. All right, sir.
10
           Q.
                 Have you ever purchased a ticket
11
   on Southwest Airlines?
12
                 Yes.
13
           A.
                 How often have you done that?
14
           Q.
                 Six or eight times. Baltimore is
15
           Α.
   a major hub for Southwest, so that's clearly one
16
   I'll fly when I'm going places where Southwest
17
18
   goes.
           O. Walk me through the steps that
19
   you've taken to purchase a ticket on Southwest
20
   Airlines?
21
                 I would simply go to Southwest
22
   Airlines' website and then one of the links is
23
   to tickets and reservations and I would click on
2.4
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that and then I would walk through the -- you

1 know, you know, what city are you leaving from, there's a drop down menu, I put Baltimore in 2 3 and, for example, Chicago, then what city do you want to go to and when do you want to go and how 4 5 many people are going with you and times. Just 6 the standard process of making a reservation. 7 All right. So would you have --8 when you've made a reservation on Southwest 9 Airlines would you have gone directly to 10 Southwest Airlines' website? 11 Yes. Q. Would you have utilized a search 12 13 engine to do that or do you bypass that? I'm familiar enough with Southwest 14 Airlines to be able to go directly to Southwest 15 16 Airlines' website. How do you go to Southwest 17 0. Airlines' website? 18 19 Whatever the line, 20 www.southwestair.com, go to that it way. Then you press enter? 21 22 Α. Yes.

And what comes up?

and, again, as I said, with their menus of

The Southwest Airlines' website

23

24

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tickets and reservations, tracking flights or
whatever.
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- Q. How many times have you flown
 Southwest Airlines say in the last five to ten
 years?
- A. I'm going to say four or five.

 Five times, maybe.
- 9 for Southwest Airlines by going to a sponsored link?
- A. No, not that I can recall.
- Q. Why not?
- A. Again, I can go directly. I can
 go to Southwest Airlines and get it and go
 directly to them.
- Q. Could you get it going through a sponsored link?
- MR. FENSTER: Object to form.
- 19 BY MR. MORAN:

3

4

- Q. If you know?
- A. I don't believe you can. It's my
 understanding that Southwest, they're not on
 Expedia or any of those travel sites, and it's
 my understanding that if I want a Southwest
- 25 ticket I have to go to Southwest Airlines.

Q. How did you come to that 1 understanding, Professor? 2 A. I don't recall when I first 3 4 learned that or how I learned it, but I learned 5 it probably one time when I was looking for a flight and I found one on say United or Delta 6 and then someone said, hey, did you check out 7 Southwest, they go there. I didn't see them on 8 Expedia or Travelosity, so I said I better check 9 10 out Southwest. Q. When would you have acquired this 11 12 understanding? A. Again, I don't recall. 13 Q. Approximately? 14 A. Again, I don't recall. Four or 15 16 five years ago, certainly. All right, sir. Have you ever --17 Q. strike that. 18 So from time to time you've gone 19 and utilized Google and other search engines as 20 part of the Internet searches you've done; true? 21 That's correct. 22 Α. And you know from time to time 23 Ο.

various sponsored links may come up in response

to a search term; true?

24