

EXHIBIT 2



AdWords Trademark Policy Update

Reseller and Information Site Policies

AT A GLANCE

- Starting June 15th, resellers and information sites will be allowed to use trademark terms in their ad text under certain conditions in the US.
- Update to policy will improve ad quality by reducing the number of overly generic and low quality ads.
- Google will review both the creative and the associated landing page before approving ads with trademark terms.

What is Changing?

In an effort to improve ad quality and user experience, starting June 15th, 2009, under specific use cases*, advertisers will be allowed to use trademark terms in their ad text even if they do not own that trademark or have explicit approval from the trademark owner to use it. This policy update will only apply to ads served in the US on Google.com and to US users on the Search and Content networks.

When Are Trademarks Allowed in Ad Text?

Under this policy, an advertiser will be allowed to use a trademarked term in the ad text when the ad uses a trademark term and:

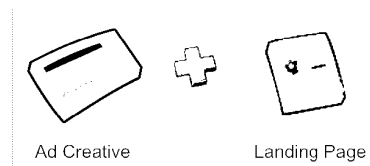
- Does so in a descriptive or generic way, not in reference to the trademark
- Leads to a reseller or aggregator of that trademark good or service
- Leads to a seller of components, replacement parts, or compatible products for that trademarked good or service
- Leads to an informational site about that trademarked good or service

Certain cases are specifically not allowed to use trademark terms in the ad text. These cases include:

- Ads or sites that sell or facilitate the sale of counterfeit goods
- Ads or sites that primarily sell or facilitate the sale of competitive goods or services
- Ads or sites focused on criticism about the trademarked good or service
- Unclear ads or sites without substantial information

Landing Page Guidelines

In addition to the requirements above, the landing page associated with the ad must sell (or clearly facilitate the sale of) the goods or services corresponding to the trademark term in the ad text. Or, in the case of information sites, the primary purpose of the site must be to provide



non-competitive and informative details about the goods or services corresponding to the trademark term. Google will check both the creative and the associated landing page content to determine which ads adhere to the new policy and are eligible to run.

Benefits

Under this policy change advertisers will be able to create more specific creatives targeted to narrowly tailored landing pages and boost their click-through and conversion rates by improving generic or low quality ad text.

Learn More

To learn more about our updated trademark policy in the US please visit our help page at:

<https://adwords.google.com/support/bin/answer.py?answer=145626>

*Specific use cases outlined in our Advertiser Terms and Conditions at <https://adwords.google.com/select/tsandcsfinder>
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