

## Google Class Action Litigation Frequently Asked Questions

### **1. What is this case about?**

Plaintiffs Lane's Gifts and Collectibles and Max Caulfield d/b/a Caulfield Investigations allege that Google breached its contract with class members and violated the law by failing adequately to detect and stop "click fraud" or other invalid or improper clicks on online advertisements. Google contends that all payments that it has received from class members for online advertising were legally and properly charged, and that it has neither breached its contracts with class members nor violated any other law through the actions alleged in the case. The Court has not made a determination whether the Plaintiffs' or Google's contentions are correct.

### **2. Am I eligible to recover money from the settlement?**

Distribution of the settlement funds will be made in the form of advertising credits. If you fit within the definition of the class that the Court has certified, then you are a member of the class and are eligible to make a claim. The class the Court has certified is defined as:

All persons or entities, together with any officer, employee or agent of the same, that purchased advertising on the Internet from Google on or after 1 January, 2002, regardless of where the ad was displayed.

### **3. How do I participate?**

In order to participate, you must submit a claim form via the website: [www.clicksettlement.com](http://www.clicksettlement.com). Claim forms may only be submitted between 19 June, 2006, and 4 August, 2006. If you do not submit a claim by 4 August, 2006, your claim will be deemed late and will be rejected.

### **4. What will I get from the settlement?**

You will receive settlement funds in the form of advertising credits. These advertising credits may be applied to up to 50% of the cost of future online advertising purchased from Google. Credits will be awarded on a pro rata basis, taking into account the amount that you paid Google for the ads and the total amount of credits available. For example, if the amounts that you paid to Google for the affected ads were 1% of Google's revenues from online advertising since 1 January, 2002, you would be eligible to receive 1% of the total available credits. Please note that you must certify in your claim form the percentage of your ads you believe were affected by "click fraud"

**5. When will the credits be distributed?**

At this time, we are in the early stages of the claims process. We have no estimate as to when the distribution may occur. Cases of this type often require a significant amount of time to complete.

**6. Will I have to pay the lawyers' fees?**

No, there is no charge to you to participate in the judgement or the settlement.

**7. What if I don't want to participate in the settlement?**

Class members who do not want to participate in the settlement have the right to exclude themselves from the settlement class. To do so, you must send a letter requesting to be excluded from the class to P.O. Box 808070, Petaluma, CA 94975-8070. The letter must be post-marked within 30 days after notice of the settlement was sent.

**8. How can I obtain more information about the settlement?**

For more information, go to the case website: [www.clicksettlement.com](http://www.clicksettlement.com).