What Advertisers and Website Publishers are
Saying About the Google-Yahoo! Partnership
July 15, 2008

Matt Greitzer, Vice President, AvenueA/Razorfish (an interactive advertising firm owned by Microsoft)
"'What it will ultimately do is allow us to get broader distribution out of Google's ad platform…[The partnership] is going to be good news for advertisers." (Bloomberg, 6/20/08)

Maurice Levy, Chief Executive Officer, Publicis Groupe
"Levy…said that the search advertising deal between Yahoo and Google will be 'very positive' for advertisers and does not believe there is any competition threat that will raise marketing costs for clients.
'It is something that isn't threatening to clients, they are not merging, they are independent and they remain competitors,' [he said]" (The Guardian, 6/20/08)

David Kenny, Chief Executive Officer, Digitas Inc.
"We are happy with that agreement. It has been mis-communicated. It's not a lack of competition. It's actually they both agreed to work out on an open platform. We think that's okay because it means it's like all open markets, when you buy an equity, you can buy it anywhere and the more open and transparent it is, the more accurate the pricing is." (Reuters, 6/20/08)

Richard Lent, CEO, AgencyNet Interactive (online ad agency)
"[The deal...] does not ensure that [Yahoo and Google] will utilize that advantage to control pricing structures or gain an unfair market advantage. Until something is proven to the contrary, I would personally deem any governmental obstruction as premature. With today's economic state, America needs innovative and astute corporations to support a dynamic and fast changing global economy and to date, Google has proven to me that it will not rest on its laurels." (Prepared Testimony before House Small Business Committee, 6/25/08)

Geoff Atkinson, Vice President, Overstock.com Inc.
"The agreement between Yahoo and Google should help the relevancy of our advertising on Yahoo, which should actually make the dollars we spend more efficient." (Bloomberg, 6/20/08)

George Michie, Rimm-Kaufman Group
"Google doesn't set the prices any more than the New York Stock Exchange does. It simply presents a single marketplace in which advertisers can compete with each other for prominence." (searchengineland.com, 6/20/08)

Jim Lanzone, former CEO of Ask.com
"'They get to continue to sell ads through (Yahoo's) Panama (ad platform), and backfill with Google when it will make more or additional money,' Lanzone said. 'In some senses, it's a 'why not?' deal.'" (MediaPost.com, 6/18/08)

Rob Snell, Co-Owner, GunDogSupply.com (online advertiser)
"My understanding of the Yahoo-Google deal...is that it's an inventory situation. When I do a search on Yahoo, Yahoo's going to check their own search marketing engine, Panama, to display those ads. But Yahoo will also be able to choose to display Google's inventory as well. I have a good analogy: If I went to Target and I needed a T-shirt, I'm going to need a double extra large tall. And if Target doesn't have my size, I sure hope that Wal-Mart or the Gap or somebody else is going to be right there in the store. It would be so awesome if they could go, here's your T-shirt. And I think that's what the situation is. It's not a merger, they're not taking over their search engine. It's just a partnership on the advertising." (Oral Testimony before House Small Business Committee, 6/25/08)

Darrin Shamo, Manager of Search Advertising, Zappos.com
"Shamo…said he and his staff have concluded that prices won't change much because of a Google-Yahoo partnership. Zappos, whose ads run with queries for 'slingback pumps' and 'gladiator shoe,' pays about 40 cents on average each time a potential customer clicks on its ads, which are sold by Google and Yahoo in online auctions. There's a limited pool of bidders for the searches Zappos wants to appear next to, and the Google-Yahoo accord won't change that, he said." (Bloomberg, 6/20/08)