

STATE OF MISSISSIPPI



JIM HOOD
ATTORNEY GENERAL

June 29, 2012

Mike Moore
Mike Moore Law Firm, LLC
10 Canebrake Blvd., Ste. 150
Flowood, MS 39232

Dear Mr. Moore:

This letter confirms that the Mississippi Attorney General's Office ("Office") has retained the law firm of Mike Moore Law Firm, LLC ("MMLF") to assist in its investigation of whether Google's practices in sale of online advertising to illegal online pharmacies and merchants of counterfeit and/or illegal goods violate the State's consumer protection laws ("Investigation"). The Office has made the decision to retain outside counsel for this investigation because of the significant resources and technical expertise required.

The Attorney General has the sole authority to decide whether and in what manner to proceed with the Investigation and whether and in what manner to pursue claims discovered during the course of the Investigation. The Attorney General will designate a member of his staff to monitor the Investigation and MMLF will keep the designated staff member fully informed and cooperate on all matters relating to the Investigation. Prior to initiating inquiries or demands of any persons or entities, the Attorney General's Office and MMLF will agree upon entities to be contacted and the Office will review, approve, and issue any subpoenas for documents or testimony.

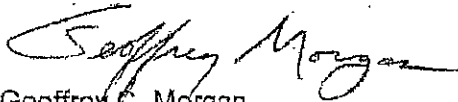
MMLF recognizes that the Office has sole discretion to determine whether there have been violations of State law and whether to pursue any claims discovered as a result of the Investigation. If the Office decides to proceed with litigation, the Office will enter into a Retainer Agreement with MMLF. That Retainer Agreement will provide, among other things, for the payment of reasonable fees and expenses to MMLF from any recovery in this matter, which will include fees and expenses incurred during the Investigation.

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In addition,

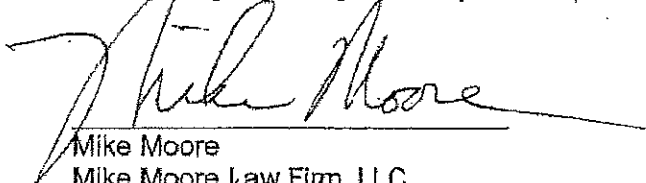
1. MMLF and its attorneys, Mike Moore, Lee Martin and Jonathan Compretta are hereby designated as Special Assistant Attorneys General to investigate and research possible claims in connection with the investigation. As such, MMLF is hereby deemed an "authorized employee of the Attorney General" and shall thereby be authorized to review any and all documents produced pursuant to Miss. Code Ann. Section 75-24-27.
2. MMLF will refer any press inquiries to the Office for its comment and response.
3. MMLF will maintain the confidentiality of all information and documents obtained during the course of the investigation.

Sincerely,



Geoffrey C. Morgan
Chief of Staff

Acknowledged and agreed to by:



Mike Moore
Mike Moore Law Firm, LLC
Date: 6/29/12

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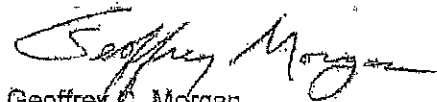
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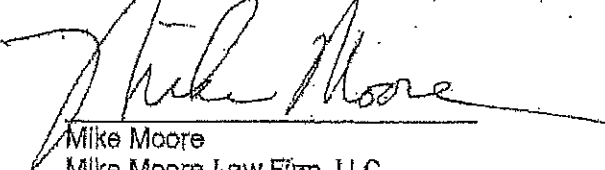
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