

1 Michael D. Bonanno, Attorney (DC Bar No. 998208)  
Peter K. Huston (CA Bar No. 150058)  
2 United States Department of Justice, Antitrust Division  
450 Fifth Street, NW, Suite 7100  
3 Washington, DC 20530  
Telephone: (202) 532-4791  
4 Facsimile: (202) 616-8544  
E-mail: michael.bonanno@usdoj.gov  
5 E-mail: peter.huston@usdoj.gov

6 Attorneys for the United States of America

7 **UNITED STATES DISTRICT COURT**  
8 **FOR THE NORTHERN DISTRICT OF CALIFORNIA**  
9 **SAN FRANCISCO DIVISION**

10 UNITED STATES OF AMERICA,

11 *Plaintiff,*

12 v.

13 BAZAARVOICE, INC.

14 *Defendant.*

Case No. 13-cv-00133 WHO

**PLAINTIFF'S AMENDED EXHIBIT  
LIST**

15  
16  
17 **APPENDIX A:**

18 **PLAINTIFF UNITED STATES OF AMERICA'S**  
19 **AMENDED EXHIBIT LIST**  
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Amended Government Exhibit List — *United States v. Bazaarvoice, Inc.*, 13-cv-133 (WHO)

Key:  
 BV Bazaarvoice  
 FRE Federal Rules of Evidence  
 PR PowerReviews  
 PRR Product Ratings and Reviews

Trial Exhibit Number	Beginning Bates Number	Ending Bates Number	Description	Offering Witness	Objection	Grounds for Objection	Position of the Offering Party
GX0004	BV-INT-0000459	BV-INT-0000460	6/22/12 BV email chain among Lovens, Gaide, et al., discussing syndication	Collins			
GX0005	BV-INT-0000538	BV-INT-0000538	5/29/12 BV email chain between Lovens and Gaide discussing the acquisition of PR	Collins			
GX0006	BV-INT-0000577	BV-INT-0000578	7/9/12 BV email between Johnson and Lovens discussing cross-platform syndication	Stipulation			
GX0007	BV-INT-0000022	BV-INT-0000022	Undated outline of BV's post-acquisition messaging re PR	Stipulation			
GX0015	DOJ-BV00009274	DOJ-BV00009275	Third-party document subject to the Protective Order	Giannoni (Reevoo)			
GX0016	BZ-01953534	BZ-01953534	5/11/12 email from Defossé to Pearson stating that BV does not compete against PR Express	Defossé			
GX0019	BZ-01918246	BZ-01918246	6/1/11 emails between Defossé and Diamond stating that BV does not consider Amazon a direct competitor except where the customer already uses Amazon platform	Defossé			
GX0020	BZ-02065649	BZ-02065650	10/31/12 email from Defossé to Hurt, et al., showing BV signed a deal to market PR Express to Amazon's webstore clients as part of integration	Defossé			
GX0024	BZ-01910330	BZ-01910334	1/27/2011 email chain between Defossé, Brown, et al., discussing the feasibility of open syndication for retailers	Defossé			
GX0026	BZ-00083858	BZ-00083873	6/9/11 email chain between Defossé, Svatek, Marx, and Barton discussing syndication and competition between BV and PR	Defossé Svatek			
GX0027	BZ-00084374	BZ-00084377	6/20/11 email chain between Defossé and Svatek concerning cross-platform syndication	Defossé			
GX0030	BZ-00577669 BZ-00577672 BZ-00577682	BZ-00577671 BZ-00577681 BZ-00577682	7/29/11 cover email to -672 and -682 from Defossé to Sales and Client Success Teams discussing messaging against PR; -672 is presentation discussing syndication as a competitive advantage over PR; -682 is template for messaging against PR	Defossé			
GX0031	BZ-01925735	BZ-01925736	8/1/11 email from Defossé to Crow discussing BV's response to PR on cross-platform syndication after PR press release and PR contact with BV clients	Defossé			
GX0033	BZ-01926350	BZ-01926350	8/4/11 email chain from Defossé to Nelson, Godfrey, Dodd, et al., containing agenda for All Hands strategy meeting on competing against PR	Defossé			
GX0034	BZ-00159939 BZ-00159940	BZ-00159939 BZ-00159960	8/4/11 cover email from Defossé to Product Strategy team; -940 is 8/4/11 presentation on BV's Menlogeddon strategy to compete against PR	Defossé			
GX0035	BZ-01928329 BZ-01928331	BZ-01928330 BZ-01928331	8/19/11 cover email to -331 from Defossé to Executive Team and PSLT providing update on Menlogeddon, including defensive and offensive strategies against PR; -331 is the Menlogeddon project tracker	Defossé			
GX0036	BZ-01928171	BZ-01928172	8/18/11 emails between Defossé, Svatek and Executive Team providing update on BV's Menlogeddon strategy against PR	Defossé Svatek			
GX0037	BZ-00580947 BZ-00580950	BZ-00580949 BZ-00580950	8/27/11 cover email to -950 from Defossé to Executive Team providing an update on BV's Menlogeddon project against PR; -950 is Menlogeddon activity tracker	Defossé			
GX0039	BZ-00580933 BZ-00580937	BZ-00580936 BZ-00580942	8/27/11 cover email to -937 from Capasso to Dodd, Defossé and Osborne discussing BV's competitive strategy against PR; -937 is overview of BV's competitive strategy against PR	Defossé			
GX0040	BZ-01754031 BZ-01754032	BZ-01754031 BZ-01754038	9/12/11 cover email to -032 from Defossé to Executive Team referencing the new "BV Challenge" tactic that BV's Menlogeddon team is launching against PR; -032 is a presentation discussing the new plan	Defossé			
GX0041	AMZ00001	AMZ00008	Third-party document subject to the Protective Order	Stipulation			
GX0056	BZ-00605815	BZ-00605817	4/27/12 email from Pedregon re World Market being huge Power Reviews steal for BV	Stipulation			
GX0058	BZ-01000691	BZ-01000694	9/22/10 email chain among Osborne, Reser, et al., showing competition between BV and PR for SmartPak	Osborne			
GX0121	BZ-00167220 BZ-00167249	BZ-00167221 BZ-00167259	5/2/11 cover email to -249; -249 is PR's template Master Service Agreement and pricing documents	Stipulation			
GX0200	BZ-01180156	BZ-01180158	6/22/12 email from Saltzgeber detailing BV's highly competitive win over PR for the Acme Tools account	Stipulation			
GX0203	BZ-00858100 BZ-00858104	BZ-00858103 BZ-00858107	2/13/12 cover email to -104 from Hurt to Osborne, et al., re BV pricing strategy; -104 lays out pricing strategy	Osborne Hurt			
GX0204	BZ-00513683 BZ-00513688	BZ-00513687 BZ-00513692	2/8/12 cover email to -688 from Osborne to Collins discussing BV's PRR pricing methodology; -688 is pricing presentation	Osborne Collins			
GX0208	BZ-00045475	BZ-00045477	7/11/11 email chain between Dodd, Godfrey, and Brunner relating to competition with PR and the acquisition	Osborne Dodd			
GX0210	BZ-00198144	BZ-00198161	6/9/11 email from Osborne to Sales Team relating to competition with PR and cross platform syndication	Osborne Hurt Svatek			
GX0212	BZ-00159961 BZ-00159963	BZ-00159962 BZ-00159983	8/5/11 cover email to -963 from Defossé to Dodd, Osborne and others announcing BV's Menlogeddon strategy to compete against PR; -963 is 8/4/11 presentation on BV's Menlogeddon strategy to compete against PR	Osborne Svatek Dodd Defossé			
GX0215	BZ-00159651	BZ-00159654	11/20/11 email chain between Osborne and Hurt relating to competition against PR	Osborne Hurt			
GX0218	BZ-01164594	BZ-01164596	4/21/11 email from Barton to Hurt, Collins, Svatek, et al., proposing acquisition of PR to eliminate BV's primary competitor	Barton Collins Hurt Osborne			

GX0221	BZ-01669528	BZ-01669530	4/25/11 email chain between Barton and Osborne stating that acquisition of PR will eliminate 10-20% price erosion	Barton Osborne			
GX0223	BZ-01671634	BZ-01671635	12/16/11 email chain among Osborne and Collins re PR being competitor on most deals	Osborne Collins			
GX0225	BZ-00120253	BZ-00120254	4/28/10 email between Capasso and Morrison regarding BV stealing Walgreens from PR	Stipulation			
GX0226	BZ-00079350	BZ-00079351	3/2/11 email chain among Camp, Nelson, Brunner, Svatek, et al., showing features competition between BV and PR	Svatek			
GX0227	BZ-00120426	BZ-00120426	4/29/10 email from Capasso to Marchand regarding BV's "aggressive pricing to win [a customer's] business" from PR.	Stipulation			
GX0228	BZ-00073417	BZ-00073421	11/11/11 email chain between Luedtke, Halligan and Grainger staff showing BV-PR competition	Luedtke			
GX0230	BZ-01187252	BZ-01187253	3/25/10 email chain between Capasso and Schillace detailing "head to head competition with Power Reviews" and showing BV discounted in response to PR	Stipulation			
GX0232	BZ-01069767	BZ-01069768	12/14/11 email from Halligan to Luedtke, Chen, Parsons, and others re PR Express being in a different market from enterprise PRR	Luedtke			
GX0233	BZ-00670592 BZ-00670594	BZ-00670593 BZ-00670595	11/17/11 cover email chain to -594 from Halligan to Luedtke; -594 contains questions for PR to ask prospective clients during lead qualification process	Luedtke			
GX0235	TEN00027486 TEN00027488	TEN00027487 TEN00027502	Third-party document subject to the Protective Order	Luedtke			
GX0238	BZ-00434332	BZ-00434334	1/21/11 email chain from Lotfi to Halligan discussing BV's competitive announcement of smart SEO	Luedtke			
GX0240	BZ-00049396	BZ-00049396	4/5/10 email chain between Luedtke and Walgreens comparing BV and PR	Luedtke			
GX0241	BZ-00066868 BZ-00066869	BZ-00066868 BZ-00066907	5/24/11 cover email to -869 from Luedtke to Morris; -869 is presentation for 5/25/11 meeting of PR Board	Luedtke			
GX0242		N/A	Screenshot of PowerReviews Press Release, July 25, 2011	Luedtke Stipulation			
GX0243	BZ-00068926	BZ-00068932	7/10/11 email chain between Luedtke and Savoy relating to BV's introduction of cross platform syndication	Luedtke			
GX0244	BZ-00636979	BZ-00636980	2/4/11 email chain between Luedtke, Gaffney and Halligan concerning BV's messaging about syndication	Luedtke			
GX0245	BZ-00070432 BZ-00070433	BZ-00070432 BZ-00070434	8/20/11 cover email to -433 from Luedtke to Chen; -433 is 2011 narrative for Luedtke that references the BV network effect	Luedtke			
GX0248	BZ-00066595	BZ-00066597	5/17/11 email chain between Luedtke and Boyer referencing discounting prices to compete with BV	Luedtke			
GX0249	BZ-00168940	BZ-00168942	5/20/11 email chain between Luedtke Hurt and Chen discussing acquisition of PR by BV	Luedtke			
GX0250	BZ-00906322	BZ-00906323	5/21/11 email from Luedtke to Boyer referencing "head to head" competition with BV	Luedtke			
GX0253	TEN00027188	TEN00027189	Third-party document subject to the Protective Order	Luedtke			
GX0254	BZ-00917338 BZ-00917340	BZ-00917339 BZ-00917342	4/6/12 cover email to -340 from Luedtke to Com�e; -340 is PR presentation discussing benefits and downside of acquisition by BV	Luedtke Com�e	X	FRE 106	No good cause shown - Exhibit is authentic and admissible pursuant to the parties' Joint Stipulation of Authenticity and Admissibility of Materials for Trial (ECF No. 101)
GX0255	BZ-01743698	BZ-01743699	8/30/11 email from Luedtke to Mracek describing the retail space where BV operates as a "duopoly"	Luedtke			
GX0257	BZ-01745145	BZ-01745145	7/11/12 email from Luedtke forwarding email from Staples Sr. VP who is concerned that BV-PR will try to exploit the merger of #1 and #2 with unreasonable pricing	Luedtke			
GX0261	BZ-00161797	BZ-00161798	11/29/11 email from Dodds detailing BV's steal of Grainger account from PR	Stipulation			
GX0269	BZ-00232045	BZ-00232047	2/18/10 email from Brown to Capasso describing price competition between BV and PR and demonstrating how PR creates individualized pricing proposals	Stipulation			
GX0271	BZ-00068730 BZ-00068732	BZ-00068731 BZ-00068743	7/7/11 cover email to -732 from Hossain to Luedtke sharing highlights from a new Gartner profile which states that PR and BV are "dominant" and form a "duopoly"; -732 is the Gartner profile	Hossain Luedtke	X	FRE 106, 402, 403	No good cause shown - Exhibit is authentic and admissible pursuant to the parties' Joint Stipulation of Authenticity and Admissibility of Materials for Trial (ECF No. 101)
GX0272	BZ-00075205 BZ-00075212	BZ-00075211 BZ-00075228	1/6/12 cover email to -212 from Luedtke to Chen, et al., enclosing chain about eBags selecting PR instead of in-house solution; -212 is presentation showing that in-house solutions are not substitutes for vendor PRR solutions	Luedtke			
GX0275	BZ-00057093	BZ-00057095	10/27/10 email from Luedtke to Quinn discussing PR's strengths as a company and stating that PR is "in a duopoly in our core market"	Luedtke			
GX0276	BZ-00060765	BZ-00060767	2/4/11 email chain between Luedtke, Halligan, et al., discussing competition between BV and PR with respect to syndication	Luedtke			
GX0277	BZ-00063870	BZ-00063872	4/4/11 email chain among Luedtke, Hossain, Halligan, et al., discussing plans to raise PR's public profile during BV's summit meeting with goals including "highlight our points of differentiation" and be "in every deal BV is in"	Luedtke			
GX0279	BZ-00069120	BZ-00069123	7/13/11 email chain between Luedtke and Savoy, et al., relating to competition between BV and PR	Luedtke			
GX0280	BZ-00070600	BZ-00070603	8/30/11 email chain between Luedtke and Halligan, et al., with discussion of "puncturing the BV network effect"	Luedtke			
GX0281	BZ-00170896	BZ-00170897	6/24/11 email from Luedtke to Chen and Halligan listing puncturing the network effect as a way to flip BV customers	Luedtke			
GX0289	BZ-01282162	BZ-01282165	7/30/12 email chain between Hurt, Petty and Svatek stating that Lithium and BV "almost never compete"	Hurt Svatek			
GX0293	BZ-00131118	BZ-00131121	6/10/11 email chain between Capasso, Osborne and Weaver, et al., showing competition between BV and PR	Osborne Dodd Hurt			
GX0301		N/A	Screenshot of Mootoast Who We Are blog post	Collins Stipulation			
GX0305	BZ-00513719 BZ-00513721	BZ-00513720 BZ-00513725	2/8/12 cover email to -721 from Collins to Morgan Stanley re BV PRR pricing; -721 shows how BV develops pricing	Collins			
GX0311	BZ-00506014	BZ-00506033	6/9/11 email chain between Collins, Barton and Svatek discussing competition with PR	Collins Svatek Barton			

GX0313	BZ-00512633	BZ-00512635	2/2/12 email from Collins to Holt at Morgan Stanley discussing the PRR market and how size and scale are entry barriers	Collins		
GX0315	BZ-00501210	BZ-00501216	3/6/11 email chain between Hurt and Collins discussing acquisition of PR to take out BV's "only competitor"	Collins Hurt		
GX0316	BZ-00810430	BZ-00810433	4/22/11 email chain between Barton and Hurt about acquiring PR to "eliminat[e] BV's] primary competitor" and bring "relief from price erosion"	Collins Hurt Svatek Barton		
GX0318		N/A	Defendant's Answer (ECF No. 30)	Stipulation		
GX0319	BZ-00507998	BZ-00508001	7/27/11 email chain between Collins, Hurt, and Defossé discussing competition with PR	Collins Hurt		
GX0320	BZ-00161026	BZ-00161030	10/17/11 email from Collins to Barton, Hurt, and Svatek discussing the rationale for acquiring PR	Collins Hurt Barton		
GX0321	BZ-00844245	BZ-00844247	11/15/11 draft email from Collins to Hurt discussing reasons for acquiring PR, including "no meaningful direct competitor" after the acquisition and "the marketplace does not desire the competition"	Collins Hurt		
GX0322	BZ-00161539	BZ-00161542	11/17/11 email chain between Collins, Barton, Svatek, et al., detailing BV's strategy to "dominate" PRR and "use M&A to buy share (PR)"	Collins Barton Svatek		
GX0324	BZ-00848920	BZ-00848925	12/9/11 briefing memo about proposed PR acquisition, including end to competition and creation of entry barriers	Collins Barton Luedtke Comée		
GX0326	BZ-01720200	BZ-01720202	12/16/11 email from Collins to Green re PR acquisition	Collins		
GX0328	BZ-01720268	BZ-01720270	12/23/11 email from Collins re pursuing PR after acquisition	Collins		
GX0332	BZ-01277280 BZ-01277286	BZ-01277280 BZ-01277293	5/23/12 cover email to -286 between Smith, Godfrey and Svatek; -286 is a BV presentation discussing a post-acquisition price increase	Collins Svatek		
GX0334	BZ-01719684	BZ-01719686	9/7/11 email from Collins to Hurt and Brunner identifying PR as BV's only meaningful competitor	Collins Hurt		
GX0337	BZ-01735523	BZ-01735525	1/18/13 email from Skinner to Bolian and Collins re BV rescinding post-acquisition price increase to a customer after DOJ filed suit and stopping such increases on other accounts	Collins		
GX0338	BZ-01736340	BZ-01736345	1/24/13 email from Warner Brothers' Shalit to Collins re concerns about pricing and other requirements post-acquisition	Collins		
GX0343	BZ-00159874	BZ-00159875	6/7/11 email from Osborne to Executive Team sending information on how BV won the Big Fish Games account over PR	Osborne		
GX0345	BZ-00160222	BZ-00160223	8/29/11 email from Abrahams detailing win of an "extremely PowerReviews competitive" deal for Oreck account	Stipulation		
GX0353	BZ-00345778 BZ-00345781 BZ-00345798 BZ-00345801 BZ-00345804 BZ-00345818	BZ-00345780 BZ-00345797 BZ-00345800 BZ-00345803 BZ-00345817 BZ-00345824	6/20/11 cover email chain to -781, -798, -801, -804, and -818 between Koester, Defossé and Capasso; cover email and attachments address BV's analysis of how to compete against PR	Stipulation Defossé		
GX0354	BZ-00352233	BZ-00352239	10/4/11 email chain between Owens and Capasso, et al., discussing discounted pricing to compete with PR	Stipulation		
GX0358	BZ-00380612	BZ-00380708	2/02/2009 email from Parsons to PR management re Journeys' switch to BV from PR	Stipulation		
GX0359	BZ-00462680 BZ-00462683	BZ-00462682 BZ-00462666	12/8/11 cover email to -683 from Chen to Hawley enclosing sales deck from presentation; -683 is a PR product training presentation	Stipulation		
GX0361	BZ-00513726 BZ-00513731 BZ-00513736	BZ-00513730 BZ-00513735 BZ-00513736	2/8/12 cover email to -731 and -736 from Collins to Osborne, et al., re presentation to equity analysts re BV PRR pricing; -731 and -736 show how BV develops pricing	Collins Osborne		
GX0364	BZ-00614602 BZ-00614603	BZ-00614602 BZ-00614613	7/26/12 cover email to -603 from Maginnis to Bergstrom, et al.; -603 discusses BV v. in-house, Jive (complementary), Pluck, Lithium (complementary), Gigya, TurnTo (Q&A), 500Friends (complementary)	Stipulation		
GX0365	BZ-00618473 BZ-00618475 BZ-00618478 BZ-00618480	BZ-00618474 BZ-00618477 BZ-00618479 BZ-00618491	8/27/12 cover email to -475, -478 and -480; -473 and -478 explain why BV's PRR is "more prudent and effective" than in-house PRR; -480 is a presentation on the benefits of BV's PRR solution	Stipulation		
GX0369	BZ-02302603 BZ-02302611 BZ-02302617	BZ-02302610 BZ-02302616 BZ-02302622	1/31/11 cover email to -611, -617 among Skinner, Dodd, et al., containing contract negotiations with Dick's Sporting Goods; -611 and -617 are signed contracts between BV and Dick's Sporting Goods	Dodd		
GX0376	BZ-00722321	BZ-00722326	4/11/11 email chain between McGrath and Chen relating to price competition with BV for Big Fish Games account	Stipulation		
GX0386	BZ-00756414	BZ-00756418	11/11/11 email chain between Luedtke, Halligan and Grainger staff showing BV-PR competition	Luedtke		
GX0389	BZ-00796155	BZ-00796155	12/31/09 email from Donahoe to all re competing against PR for Dollar Tree	Stipulation		
GX0392	BZ-00802104	BZ-00802113	3/10/11 email chain among Hurt, Wilson, Pearson, et al., discussing Wall Street Journal briefing documents and the difference between Facebook and BV	Hurt		
GX0397	BZ-00823058	BZ-00823073	7/29/11 email chain between Svatek and Hurt, et al., discussing competition with PR	Svatek Hurt		
GX0405	BZ-00514999 BZ-00515001	BZ-00515000 BZ-00515012	2/20/12 cover email to -001 from Hurt to Collins discussing BV's pricing strategy; attachment is 2/20/12 BV pricing examples	Hurt Collins		
GX0406	BZ-00165201	BZ-00165202	7/14/12 email from Hurt to All discussing the "network effects" barrier to entry	Hurt		
GX0408	BZ-00836667	BZ-00836670	10/4/11 email chain between Hurt, Green, and Agrawal stating that PR is BV's primary competitor	Hurt		
GX0409	BZ-00855567	BZ-00855570	2/4/12 email from Green to Hurt re Lithium attempt to buy Jive	Hurt		

GX0410	BZ-00867480	BZ-00867485	5/1/12 email re Hurt plans for call with Reuters, notes focus on BV's dominance and high barriers to entry and noting it would take a competitor years to build comparable solution	Hurt		
GX0411	BZ-01163869 BZ-01163874	BZ-01163873 BZ-01163877	3/28/11 cover email to -874 from Hurt regarding BV business strategy; attachment is 3/29/11 BV 2011 presentation on strategy for FY2012	Hurt Osborne		
GX0412	BZ-00822494	BZ-00822497	7/27/11 email chain between Hurt and Collins discussing Defossé's report of competition with PR	Hurt Collins		
GX0415	BZ-01260433	BZ-01260434	6/2/11 email from Hurt to Executive Team referencing open syndication and competition with PR at Procter & Gamble	Hurt		
GX0416	BZ-00842682	BZ-00842684	11/3/11 emails between Agrawal, Hurt, and Pacitti referencing acquisition of BV's "only real competitor (PowerReviews)"	Hurt		
GX0417	BZ-00841035	BZ-00841038	10/25/11 email chain between Hurt and Itycheria referencing competition with PR and consideration of acquiring PR	Hurt		
GX0418	BZ-00159912	BZ-00159913	7/29/11 email chain between Hurt, Svatek, Brunner, Nelson and Osborne identifying PR as BV's "biggest competitor"	Hurt		
GX0419	BZ-00833482	BZ-00833486	9/8/11 email chain between Hurt and Collins et al. discussing competition with PR	Hurt		
GX0420	BZ-00830846	BZ-00830849	8/27/11 email from Hurt to Pacitti and Agrawal providing update on Project Menlogeddon against PR	Hurt		
GX0422	BZ-00841469	BZ-00841471	10/27/11 email chain between Hurt and Green discussing price competition with PR, and possibility that BV may acquire PR	Hurt		
GX0423	BZ-00307376	BZ-00307379	03/26/12 email from Hurt to Godfrey re BV and PR competition for Harry and David	Hurt		
GX0424	BZ-00280543	BZ-00280546	10/18/11 email chain between Hurt and Green discussing pricing competition between BV and PR	Hurt		
GX0425	BZ-00512916 BZ-00512919	BZ-00512917 BZ-00512954	2/5/12 cover email to -919 from Hurt to ICR and Collins re Q&A for IPO; -919 has proposed Q&A answers	Collins Hurt		
GX0433	BZ-00084597	BZ-00084600	6/28/11 email chain between Brunner, Defossé and Svatek discussing syndication and competition with PR	Defossé Svatek Hurt		
GX0437	BJSWC-DOJ-00000048	BJSWC-DOJ-00000068	Third-party document subject to the Protective Order	Cunningham (Bjs Wholesale Club)		
GX0445	BJSWC-DOJ-00000141	BJSWC-DOJ-00000144	Third-party document subject to the Protective Order	Cunningham (Bjs Wholesale Club)		
GX0454	BV-INT-00000334	BV-INT-00000341	Undated email from Nelson to Marriott showing that PR's enterprise and PR Express platforms have the same technology stack but PR Express has fewer features	Stipulation		
GX0458	BZ-00006736	BZ-00006738	01/29/09 Koester email to Osborne and others about competing against PR to offer in-line search	Osborne Svatek		
GX0461	GIGYA085134	GIGYA085134	Third-party document subject to the Protective Order	Tarkowski (Gigya)		
GX0465	GIGYA082626	GIGYA082636	Third-party document subject to the Protective Order	Tarkowski (Gigya)		
GX0466	GIGYA061136	GIGYA061137	Third-party document subject to the Protective Order	Tarkowski (Gigya)		
GX0471	BZ-00040594	BZ-00040595	1/29/11 email chain among Cush, Bonner, et al., discussing how BV stole Dick's Sporting Goods from PR	Stipulation		
GX0477	BZ-00045463 BZ-00045466 BZ-00045469	BZ-00045465 BZ-00045468 BZ-00045474	7/10/11 cover email to -466 and -469 from Ellinor to Osborne and Brunner proposing competitive response and strategy for BV against PR; -466 is discussion of win over PR for Clarks Shoes account; -469 discusses competition with PR at FAVI Entertainment	Osborne		
GX0480	BZ-00055293	BZ-00055295	8/27/10 email from Pehr Luedtke to Andy Chen, et al., discussing how to steal Borders from PR	Luedtke		
GX0482	BFG-DOJ-0000104	BFG-DOJ-0000120	Third-party document subject to the Protective Order	Heverley (Big Fish Games)		
GX0484	BFG-DOJ-0000013	BFG-DOJ-0000023	Third-party document subject to the Protective Order	Heverley (Big Fish Games)		
GX0485	BFG-DOJ-0000121	BFG-DOJ-0000141	Third-party document subject to the Protective Order	Heverley (Big Fish Games)		
GX0486	BFG-DOJ-0000024	BFG-DOJ-0000055	Third-party document subject to the Protective Order	Hurt Barton Collins Heverley (Big Fish Games)		
GX0488	BFG-DOJ-0000003 BFG-DOJ-0000009	BFG-DOJ-0000008 BFG-DOJ-0000012	Third-party document subject to the Protective Order	Heverley (Big Fish Games)		
GX0489	BZ-00056172	BZ-00056173	9/17/10 email chain among Luedtke, Halligan, Grech, Heberle, et al., showing competition between BV and PR, a lack of viable alternatives in the market for PRR platforms, and stating "this is a duopoly"	Luedtke		
GX0490	BZ-00059697 BZ-00059699	BZ-00059698 BZ-00059737	1/5/11 cover email chain to -699 between Luedtke and Chen; -699 is a PowerPoint deck showing the features and benefits of PRR software as well as demonstrating the impact of PR's pricing strategy	Luedtke Collins		
GX0495	BV-INT-00000298	BV-INT-00000303	6/28/12 email chain among BV's Hayes, Coker, and Godfrey re post-acquisition price increase messaging and avoiding antitrust concerns	Stipulation		
GX0497	BZ-00079953	BZ-00079957	3/16/11 email chain among Collins, Osborne, Svatek, et al., discussing a price discount for a customer in order to "starv[e]" PR	Collins		
GX0499	BZ-00083746 BZ-00083763	BZ-00083762 BZ-00083764	6/9/11 cover email chain to -763 between Brunner, Svatek, Executive Team, et al., discussing syndication; -763 discusses BV blocking syndication from Procter & Gamble (BV customer) to Drugstore.com (PR customer)	Collins Svatek		
GX0501		N/A	Bazaarvoice 2012 Annual Report	Barton		
GX0506	BZ-01617775	BZ-01617779	3/6/12 email chain from Barton to Svatek, et al., re BV's planned ownership of data and concern that this could "blow[] up in our face"	Barton Svatek		
GX0507	BZ-01179412	BZ-01179414	6/6/12 email chain from Governale to Barton, commenting on Barton's 6/1/12 statement that BV had acquired its primary competitor PR	Barton		

GX0509	BZ-00159867	BZ-00159869	3/31/11 BV meeting agenda relating to competition with PR	Defossé Barton Osborne Svatek			
GX0511	BZ-00527570	BZ-00527572	7/31/12 email chain from Hurt to Barton and Collins discussing partnering with Google	Hurt Barton			
GX0512	BZ-01164070	BZ-01164074	3/30/11 email chain among Hurt, Barton, et al., discussing reasons for acquiring PR	Barton Hurt			
GX0514	BZ-00081810	BZ-00081811	4/21/11 email chain among Barton, Svatek, Collins, et al., discussing reasons to acquire PR including elimination of BV's primary competitor	Barton Hurt			
GX0518	BZ-00812474	BZ-00812476	5/5/11 email chain between Keller, Hurt and Green about Hurt's interest in acquiring PR in part to eliminate BV's "only competitor"	Hurt			
GX0519	BZ-00082750 BZ-00082751	BZ-00082750 BZ-00082752	5/9/11 cover emails to -751 between Barton, Hurt, Collins and Svatek discussing competition with PR; 751 is 5/6/11 notes of meeting between PR/Pluto and BV identifying the expected competitive impact of the acquisition	Luedtke Adams Barton Collins Hurt Svatek			
GX0521	BZ-00083073 BZ-00083074	BZ-00083073 BZ-00083099	5/20/11 cover email to -074 from Barton to Hurt, -074 is May 2011 BV Board Update re M&A stating that BV should consider acquiring PR, its "primary competitor" and source of "pricing pressure"	Barton Collins Hurt Svatek			
GX0522	BZ-00161034	BZ-00161037	10/17/11 email chain between Barton, Hurt, Collins and Svatek discussing competition with PR and BV's rationale for acquiring PR	Barton Hurt Collins			
GX0523	BZ-01172312	BZ-01172313	10/15/11 email chain between Barton, Hurt, Svatek and Collins stating that PR is "attacking BV"	Barton Hurt			
GX0525	BZ-00079625	BZ-00079626	3/9/11 email chain between Barton, Marx and Svatek discussing Target and Pluck	Barton			
GX0527	BZ-01714898 BZ-01714899	BZ-01714898 BZ-01714899	10/18/12 cover email to -899 from Meehan to Svatek and Barton discussing post-acquisition messaging for Department of Justice; -899 is messaging slide	Barton	X	FRE 106, 402, 403	No good cause shown - Exhibit is authentic and admissible pursuant to the parties' Joint Stipulation of Authenticity and Admissibility of Materials for Trial (ECF No. 101)
GX0530	BZ-00071032 BZ-00071033	BZ-00071032 BZ-00071034	9/15/11 cover email to -033 from Luedtke to Fisch; -033 is information sheet on PR's Facebook products	Luedtke			
GX0531	BZ-00081973	BZ-00081974	4/25/11 email from Brady detailing BV's win over PR for Build a Bear account	Stipulation			
GX0533	BZ-00045793 BZ-00045794	BZ-00045793 BZ-00045796	7/29/11 cover email to -794 from Marchand to Brunner; -794 is PR's free open syndication offer to a customer	Stipulation			
GX0537	BZ-00075607 BZ-00075608	BZ-00075607 BZ-00075664	1/16/12 cover email to -608 from Luedtke to Parsons, et al.; -608 is PR presentation re in-house solutions being inferior substitutes to vendor-provided PRR	Luedtke			
GX0538	BZ-00076007	BZ-00076010	1/22/12 email from Luedtke enclosing chain from Heidenreich about head to head BV-PR competition; BV cut price to compete	Luedtke			
GX0540	BZ-00085252	BZ-00085254	7/25/11 email chain between Defossé and Svatek where Defossé states that, for customers of PRR, "it is [BV] or PR"	Defossé Svatek			
GX0541	BZ-00085264	BZ-00085270	7/25/11 email chain between Mihalik, Svatek, Chen, et al., about syndication and competition between BV and PR	Hurt Defossé			
GX0543	BZ-00085595	BZ-00085596	7/29/11 email from Swank detailing win against PR for Just For Men account	Stipulation			
GX0544	BZ-00085796	BZ-00085798	8/2/11 email chain from Defossé to Executive Team addressing syndication and competition with PR	Defossé Osborne			
GX0548	BZ-00097301	BZ-00097301	6/24/09 email from Forshay to Arendes re BV's win over PR for Buy Buy Baby	Stipulation			
GX0553	BZ-00045435 BZ-00045436	BZ-00045435 BZ-00045445	7/9/11 cover email to -436 between Osborne and Dodd referencing competition between PR and BV; -436 is presentation discussing BV-PR competition	Osborne Dodd			
GX0554	BZ-00261092	BZ-00261095	7/14/11 email chain between Godfrey, Dodd, Brunner and Osborne noting competition from PR for large and small customers	Osborne Dodd			
GX0558	BZ-01934218	BZ-01934218	9/12/11 email from Dodd to Osborne and Ellinor discussing BV's competitive strategy against PR and relating Collins instruction that BV should "squeeze PR at every point"	Dodd			
GX0565	BZ-00108205 BZ-00108206	BZ-00108205 BZ-00108210	11/12/09 cover email to -206 from MacArthur to LaFranchise; -806 is an undated set of answers to PRR questions, including responding to PR as main competitor and in-house as weak competitor	Stipulation			
GX0567	BZ-00114900 BZ-00114901	BZ-00114900 BZ-00114907	1/26/10 cover email to -901 between Woolsey and Capasso relating to Carolyn Pollack proposal; -901 discusses the benefits of PRR	Stipulation			
GX0568	BZ-00114914 BZ-00114915	BZ-00114914 BZ-00114923	1/26/10 cover email to -915 from Capasso to Woolsey; -915 is proposal for GameStop	Stipulation			
GX0574	BZ-00106637 BZ-00106638	BZ-00106637 BZ-00106640	10/27/09 cover email to -638 from Capasso re GameStop-BV Proposal; -638 is undated BV ROI analysis for Kohl's	Stipulation			
GX0577	BZ-00119036 BZ-00119037	BZ-00119036 BZ-00119058	4/9/10 cover email to -037 between Capasso and Guarnieri; -037 PowerPoint deck for Dillard's re the benefits of PRR	Stipulation			
GX0604	BZ-00537202 BZ-00537204 BZ-00537260 BZ-00537290 BZ-00537305 BZ-00537381 BZ-00537400	BZ-00537203 BZ-00537259 BZ-00537289 BZ-00537304 BZ-00537380 BZ-00537399 BZ-00537421	4/6/12 cover email to -204, -260, -290, -305, -381, -400 from Comée; attachments are Deutsche Bank, Morgan Stanley, Pacific Crest, PiperJaffray, BMO and Credit Suisse analyst reports noting BV market dominance and role of syndication in strengthening entry barriers	Comée	X	FRE 106, 402, 403	No good cause shown - Exhibit is authentic and admissible pursuant to the parties' Joint Stipulation of Authenticity and Admissibility of Materials for Trial (ECF No. 101)
GX0607	BZ-00077086	BZ-00077089	3/8/12 email chain between Luedtke and Comée regarding competition with BV and syndication				
GX0610	BZ-00537461 BZ-00537463	BZ-00537462 BZ-00537491	4/9/12 cover email to -463 from Adams to Comée; -463 is PR analysis of acquisition by BV that references removal of competitor and monopoly in market	Adams Comée			
GX0612	BZ-00537492 BZ-00537494	BZ-00537493 BZ-00537523	4/9/12 cover email to -494 from Adams to Comée; -494 is PR analysis of BV deal that references removal of competitor and monopoly in market	Adams Comée			
GX0617	TEN00021195	TEN00021196	Third-party document subject to the Protective Order	Comée			

GX0619	BZ-00482390	BZ-00482392	4/30/12 email from Com�e to Boyer and Chen et al., announcing PR closed largest quarter ever and role of innovation	Com�e			
GX0625	BZ-00127354 BZ-00127355	BZ-00127354 BZ-00127368	12/23/10 cover email to -355 from Capasso to Weaver; -355 is a deck comparing total cost of ownership for BV to an in-house solution	Stipulation			
GX0627	BZ-00127997	BZ-00127999	1/30/11 email chain among Fanning, Ewing, Capasso, et al., discussing BV as compared to in-house solutions for eBags	Stipulation			
GX0632	BZ-01055074	BZ-01055074	5/5/11 emails between Luedtke and Hossain comparing how many IR 500 customers PR and BV have	Hossain Luedtke			
GX0636	BZ-01053823 BZ-01053825 BZ-01053834	BZ-01053824 BZ-01053833 BZ-01053835	4/19/11 cover email to -825 and -834 from Hossain relating to website/branding; -825 references desire to differentiate from competitor BV; -834 states that PR is in a two horse race with BV	Hossain			
GX0640	BZ-00643472 BZ-00643473	BZ-00643472 BZ-00643479	4/8/11 cover email to -473 from Hossain to Halligan stating that PR products should be at parity with or better than BV products; -473 is a slide deck showing PR analysis of and response to BV product announcement	Hossain			
GX0641	BZ-01059005 BZ-01059007	BZ-01059006 BZ-01059018	6/22/11 cover email to -007 from Savoy to Lawrence, et al., discussing PR's approach to competition with BV; -007 is detailed comparison of BV and PR	Hossain			
GX0642	BZ-01061310	BZ-01061312	7/22/11 email chain between Halligan, Luedtke, Chen, et al., showing that PR held weekly "BV Flip" meetings	Hossain			
GX0643	BZ-00779565	BZ-00779567	5/1/12 email from Hossain announcing that PR had closed its largest quarter ever	Hossain			
GX0646	BZ-01465238 BZ-01465242	BZ-01465239 BZ-01465244	8/21/12 cover email to -242 from Hill to Connelly; -242 is a Gartner report on BV's acquisition of PR stating that PR was BV's "sole rival" and advising PR customers to prepare for price increases	Stipulation	X	FRE 106, 402, 403	No good cause shown - Exhibit is authentic and admissible pursuant to the parties' Joint Stipulation of Authenticity and Admissibility of Materials for Trial (ECF No. 101)
GX0649	BZ-00129136	BZ-00129137	3/23/11 email chain between Fain, Dodd, Capasso, et al., discussing competition with PR for Bare Necessities	Dodd			
GX0650	BZ-01591241 BZ-01591299	BZ-01591242 BZ-01591330	10/1/12 cover email to -299 from Marchand about marketing pitches, including examples in which BV's PRR products increased customers' conversion rates; attachment is 6/7/12 BV presentation about BV-PR acquisition describing BV's leadership role and noting significant barriers to entry by a new firm	Stipulation			
GX0655	BZ-00287839 BZ-00287864	BZ-00287839 BZ-00288040	11/18/11 cover email to -864 from Brunner to Hurt and Nelson; -864 states that BV does not directly compete with Facebook or Radian 6	Hurt			
GX0659	BZ-00143467 BZ-00143477	BZ-00143467 BZ-00143479	4/8/09 BV cover email to -477 from Cortes to Hurt; -477 is email from Bed Bath and Beyond seeking to play off BV and PR on price	Hurt			
GX0660	BZ-00345910 BZ-00345913 BZ-00345914	BZ-00345912 BZ-00345913 BZ-00345914	6/24/11 cover email chain to -913 and -914 among Weaver, Capasso, et al., discussing BV discounting in response to PR for The Jones Group; -913 and -914 contain price sheets	Stipulation			
GX0661	BZ-00457711	BZ-00457712	10/7/11 email from Parsons to McNeil, et al., noting that Wayfair is leaving PR	Luedtke Adams			
GX0662	BZ-00522181 BZ-00522186 BZ-00522200 BZ-00522216 BZ-00522229 BZ-00522231 BZ-00522242 BZ-00522255 BZ-00522264	BZ-00522185 BZ-00522198 BZ-00522214 BZ-00522229 BZ-00522240 BZ-00522253 BZ-00522262 BZ-00522276	6/9/12 cover email to -186, -200, -216, -231, -242, -255, and -264 from Hurt to Executive Team; -186 is Morgan Stanley analyst report; -200 is Deutsche Bank analyst report (PR acquisition creates a dominant force); -216 is Credit Suisse analyst report (BV's lateral acquisition of its largest competitor); -231 is PiperJaffray analyst report (BV acquires its largest competitor and removes its largest competitive threat); -242 is Pacific Crest analyst report; -255 is BMO analyst report; -264 is transcript of BV's Q4 2012 earnings call	Hurt	X	FRE 106, 402, 403	No good cause shown - Exhibit is authentic and admissible pursuant to the parties' Joint Stipulation of Authenticity and Admissibility of Materials for Trial (ECF No. 101)
GX0668	BZ-00878903	BZ-00878903	7/25/12 BV battle card for Lithium stating that Lithium customers use BV for PRR and Lithium is not in the same space as BV	Stipulation			
GX0669	BZ-00902630	BZ-00902631	2/21/11 email chain among Luedtke, Gaffney, et al., showing that PR lost GE Appliances account to BV "essentially because of the syndication of reviews to retail channel like Home Depot"	Luedtke			
GX0672	BZ-00945828 BZ-00945830	BZ-00945829 BZ-00945881	4/3/12 cover email to -830 from Pearson to Nelson re wiki; -830 is BV IPO roadshow wiki re in-house is not a substitute for PRR and describing barriers to entry	Stipulation			
GX0673	BZ-01016893	BZ-01016895	10/26/11 email chain between Osborne and Brady detailing win over PR for Hallmark account	Osborne			
GX0678	BZ-01126121	BZ-01126135	Undated slide deck entitled "Bazaarvoice Versus an In-House Reviews Solution"	Stipulation			
GX0680	BZ-01150096	BZ-01150099	4/28/10 email among Barton, Hurt, Osborne, et al., discussing feature competition with PR and stating "[w]e have to always be innovating ahead of the competition. No getting lax here."	Barton			
GX0683	BZ-01239339	BZ-01239340	7/28/10 email among Halligan, Grech and Helfand discussing competition between PR and BV for Hayneedle and describing the market as a duopoly	Luedtke Com�e Hossain			
GX0688	BZ-01291309 BZ-01291319	BZ-01291309 BZ-01291327	5/2/12 cover email to -319 from McNeill to Wight re customer unwillingness to pay a price increase; -319 is the customer's Master Services Agreement	Stipulation			
GX0692	BZ-01745141	BZ-01745142	7/11/12 email chain between Luedtke and Staples Sr. VP who is concerned that merged BV-PR will try to "exploit" the merger of "#1 and #2 with unreasonable pricing"	Luedtke			
GX0699	BZ-01952311	BZ-01952312	4/29/12 email from Defoss� to Svatek, et al., re winning back Sears through syndication	Defoss�			
GX0711	BZ-02264921	BZ-02264923	04/10/12 email from Curtin to Defoss� re cross-platform syndication with BV and PR	Defoss�			
GX0714	BZ-00044658	BZ-00044675	6/9/11 BV email chain between Glass, Brunner, and Curtin discussing competition with PR	Osborne Svatek			
GX0716	BZ-00159961 BZ-00159963	BZ-00159962 BZ-00159983	8/5/11 cover email to -963 from Defoss� to Dodd, Osborne and others announcing BV's Menlogeddon strategy to compete against PR; -963 is 8/4/11 presentation on BV's Menlogeddon strategy to compete against PR	Defoss� Osborne Svatek Dodd			
GX0730	BZ-01975050	BZ-01975051	4/4/12 email from Godfrey to Hurt re offering PetMed Express a discount to compete directly with PR	Hurt			
GX0731	VPT-EDOCs-00000013	VPT-EDOCs-00000014	Third-party document subject to the Protective Order	Moog (Viewpoints)			
GX0736	BZ-02412746	BZ-02412747	8/2/11 email notification from Lawrence of PR's win of Taylor Made Gold	Stipulation			
GX0737	BZ-02420972	BZ-02420974	2/13/12 email from Shaar to Duke et al. re winning Harry and David from BV	Stipulation			

GX0746	TEN00018897	TEN00018898	Third-party document subject to the Protective Order	Stipulation			
GX0753	BZ-00129572 BZ-00129574	BZ-00129573 BZ-00129576	4/12/11 cover email to -574 from Woolsey to Owens, et al.; -574 shows competition between BV and PR	Defossé			
GX0755	BZ-00133617	BZ-00133628	8/21/11 email from Capasso relating to BV's competition against PR	Stipulation			
GX0757	BZ-00134894 BZ-00134895	BZ-00134894 BZ-00134908	10/28/08 cover email chain to -895 between Decker, Hurt and Roberts to presentation on BV and its PRR offering; -895 is 10/28/08 presentation on BV and its PRR offering	Hurt			
GX0761	BZ-00160346	BZ-00160348	9/9/11 BV email analyzing PR's new Facebook offering	Defossé Svatek			
GX0762	BZ-00163070	BZ-00163071	3/12/12 email chain from Svatek to Agrawal stating that Gigya is not a real threat or competitor	Svatek			
GX0763	BZ-00163344	BZ-00163346	3/28/12 email from Defossé to Srinivasan re lack of competition from Lithium	Defossé			
GX0770	BZ-00329163 BZ-00329209	BZ-00329165 BZ-00329251	7/22/12 cover email to -209 from Smith to Brunner; -209 is a PowerPoint presentation for BV's July 2012 roadshow	Hurt Collins Adams			
GX0771	BZ-00349294	BZ-00349295	8/29/11 email from Donahue to Osborne relating to competition with PR and its impact on pricing	Osborne			
GX0773	BZ-00358094	BZ-00358096	3/14/12 email from Bohmer to Polshook re Target and Sears potential transitions to BV	Stipulation			
GX0774	BZ-00393561	BZ-00393563	4/28/09 email from Parsons to management explaining why Danskin is switching from PR to BV	Stipulation			
GX0776	BZ-00426766	BZ-00426770	8/31/10 emails between Halligan and Chen referencing BV's dominance and stating that PR is in a duopoly	Stipulation			
GX0778	BZ-00455208 BZ-00455210	BZ-00455209 BZ-00455218	8/18/11 cover email to -210 from Savoy to Chen; -210 is comparison of PR to in-house PRR	Stipulation			
GX0779	BZ-00466399 BZ-00466405	BZ-00466404 BZ-00466405	1/14/12 cover email to -405 from Heidenreich to Chen re conversion uplift from reviews; -405 is a calculator for sales uplift and ROI	Stipulation			
GX0781	BZ-00472621 BZ-00472630	BZ-00472629 BZ-00472646	4/5/12 cover email to -630 from Chen to Hawley; -630 is PR presentation on Build vs. Buy showing that in-house is not effective substitute for commercial PRR platform+B797	Laedtker			
GX0782	BZ-00473039 BZ-00473041 BZ-00473042	BZ-00473040 BZ-00473041 BZ-00473143	4/14/12 cover email to -041 and -042 from Hsu to Lofth, Kao, Yoon, et al., providing information that could keep PR competitive against BV; -041 is BV workbench presentation; -042 contains key performance indicators	Stipulation	Defendant objects to BZ- 00473041 - 041	FRE 106	No good cause shown - Exhibit is authentic and admissible pursuant to the parties' Joint Stipulation of Authenticity and Admissibility of Materials for Trial (ECF No. 101)
GX0784	BZ-00489620 BZ-00489622	BZ-00489621 BZ-00489622	7/4/12 BV cover email chain to -622 between Laessig and Chen discussing post-acquisition sales strategy; -622 is BV's client-focused FAQ relating to the acquisition	Stipulation			
GX0785	BZ-00502774	BZ-00502778	3/16/11 email chain between Collins, Fain, Osborne and Legault discussing competition with PR	Collins			
GX0798	BZ-00539935 BZ-00539937	BZ-00539936 BZ-00539943	5/16/12 cover email to -937 from Hossain to Comé; -937 is PR acquisition FAQ, referencing BV-PR competition and that merger would create "single dominant force" in retail	Hossain			
GX0802	BZ-00846695	BZ-00846699	11/30/11 email chain between Hurt and Grainger representative; Hurt offers to discount below PR's price	Hurt			
GX0804	VS-EDOC-00000083	VS-EDOC-00000084	Third-party document subject to the Protective Order	Stipulation			
GX0805	BZ-00515097	BZ-00515100	2/24/12 email from Hurt to Nelson and Collins discussing BV's IPO	Hurt			
GX0807	BZ-00629791	BZ-00629791	10/4/12 email chain between Grech and Halligan discussing Shoebuy	Stipulation			
GX0810	BZ-00524438 BZ-00524441	BZ-00524440 BZ-00524444	7/11/12 cover email to -441 from Hurt to BV5 group discussing competitors; -441 is an undated BV analysis of how to attack and how to defend against Gigya	Hurt Tarkowski (Gigya)			
GX0813	BZ-00746737	BZ-00746739	9/9/11 email between Heberle, Halligan and McGrath, et al., discussing Pluck's PRR offering	Stipulation			
GX0815	BZ-00776596 BZ-00776602	BZ-00776601 BZ-00776741	4/12/12 cover email to -602 from Dalal to Heidenreich; -602 is 3/12/12 PR Implementation and Feature Reference	Stipulation			
GX0821	BZ-00880887	BZ-00880889	8/4/12 email chain between Hurt, Elinor, Nelson and Brown detailing PepBoys' decision to expand BV PRR to entire website	Hurt			
GX0828	BZ-00812564	BZ-00812566	5/6/11 email from Hurt to Collins and Barton about winning Neutrogena away from PR	Hurt Barton Collins			
GX0835	BZ-00855822 BZ-00855825 BZ-00855826	BZ-00855824 BZ-00855825 BZ-00855861	2/5/12 cover email to -825, -826 from Hurt to Collins, et al., re Q&A for IPO; -825 lists key messages including barriers to entry high; -826 has proposed Q&A answers	Hurt			
GX0836	BZ-00858108 BZ-00858113	BZ-00858112 BZ-00858116	2/13/12 cover email to -113 from Hurt to Osborne re BV pricing strategy for different customers; -113 lays out pricing strategy	Osborne Hurt			
GX0837	BZ-00841074 BZ-00841077 BZ-00841081 BZ-00841084 BZ-00841088 BZ-00841091 BZ-00841095 BZ-00841098	BZ-00841076 BZ-00841080 BZ-00841083 BZ-00841087 BZ-00841090 BZ-00841094 BZ-00841097 BZ-00841102	10/25/11 cover email to -077, -081, -084, -088, -091, -095, and -098 from Hurt to Meredith, forwarding battle cards for BV's possible competitors; -077 through -098 are battle cards	Hurt Collins			
GX0838	BZ-00869384 BZ-00869387 BZ-00869391	BZ-00869386 BZ-00869387 BZ-00869395	5/22/12 cover email to -387, -391 from Hurt to Collins about BV-PR acquisition announcement with input from antitrust counsel; -387 contains key messages about acquisition, including market share; -391 is a FAQ referencing competition between BV and PR	Collins			
GX0839	BZ-00869542 BZ-00869547	BZ-00869543 BZ-00869551	5/24/12 cover email to -547 from Pearson to BV Executive Team; -547 is final version of acquisition FAQ for executive team	Stipulation			
GX0840	BZ-00869930 BZ-00869932	BZ-00869931 BZ-00869946	5/25/12 cover email to -932 from Hurt to board and executives; -932 is transcript of earnings call to announce acquisition	Hurt			
GX0844	BUCK-DOJ-00000380	BUCK-DOJ-00000382	Third-party document subject to the Protective Order	Stipulation			
GX0846	BUCK-DOJ-00000069	BUCK-DOJ-00000089	Third-party document subject to the Protective Order	Stipulation			



GX0871	N/A		6/28/2013 Defendant Bazaarvoice's Amended Responses and Objections to Interrogatories 3, 5, 6, 13	Stipulation			
GX0881	BZ-00995607	BZ-00995608	6/3/10 email chain among Svatek, Hotchkiss, et al., showing feature competition between PR and BV	Svatek			
GX0883	BZ-01047752	BZ-01047754	9/8/11 email chain between Collins and Hurt identifying PR as BV's "only real current competitor"	Hurt Collins			
GX0885	BZ-01090572	BZ-01090573	7/13/12 email chain between Maginnis and Donahue discussing how to sell BV against in-house and e-commerce platforms	Stipulation			
GX0892	BZ-01179323	BZ-01179325	5/31/12 email chain between Barton and Northern Tool employee who voices concern that post-acquisition there is only one option for customer reviews	Barton			
GX0894	BZ-01210870	BZ-01210870	4/22/09 PR email from Williams to PR Management and others re competing against BV with in-line SEO	Stipulation			
GX0897	BZ-01262118	BZ-01262119	9/7/11 email from Svatek to the Product group forwarding Defossé's summary of a new offensive initiative against PR	Svatek			
GX0899	BZ-01313815	BZ-01313819	11/18/11 email chain between Barton, Collins, Hurt and members of Board discussing reasons to acquire PR, including "no meaningful direct competitor" post-acquisition, "shortened sales cycle," and "less pricing dilution"	Hurt Collins Barton			
GX0900	BZ-01332838	BZ-01332841	3/24/11 email chain among Weaver, Fain, Dodd, Capasso discussing competition between BV and PR for Bare Necessities	Dodd			
GX0907	BZ-00165036	BZ-00165037	7/10/12 summary of Svatek's achievements including leading PR acquisition effort and blocking entry	Svatek			
GX0911	BZ-00044658	BZ-00044675	6/9/11 BV email chain between Glass, Brunner, and Curin discussing competition with PR	Osborne Svatek			
GX0912	BZ-00083803	BZ-00083821	6/9/11 email chain between Marx, Svatek Barton, et al., discussing syndication and competition between BV and PR	Defossé Svatek			
GX0913	BZ-00045766	BZ-00045767	7/28/11 email chain between Hurt and Svatek, et al., relating to BV-PR competition	Defossé Svatek			
GX0914	BZ-00085274	BZ-00085278	7/25/11 email chain between Defossé and Svatek relating to competition between BV and PR	Hurt Defossé Dodd Osborne Svatek			
GX0915	BZ-00045689	BZ-00045692	7/21/11 email chain between Riggs, Brunner, and Godfrey discussing competition with PR	Osborne Svatek Dodd Svatek			
GX0916	BZ-00085320	BZ-00085321	7/26/11 email chain between Hurt and Svatek relating to competition between BV and PR	Hurt Defossé Svatek			
GX0925	BV-VOL-000000939	BV-VOL-000001011	5/16/12 BV due diligence on PR	Barton Collins Hurt Adams Svatek			
GX0928	BZ-01375910 BZ-01375912 BZ-01375913 BZ-01375918	BZ-01375911 BZ-01375912 BZ-01375917 BZ-01375930	10/27/11 cover email to -912, -913 and -918 from Carr to Collins; -918 states that it is difficult to duplicate BV's network, moderation, and analytics with an in-house system, and that Google and Facebook are more partners with BV than potential competitors	Collins			
GX0932	BZ-01579761 BZ-01579764	BZ-01579763 BZ-01579799	5/29/12 BV cover email to -764 from Northridge to Western Digital; -764 discusses the benefits of analytics (p.30) moderation (27) and syndication (18-23)	Collins Stipulation			
GX0933	BZ-01589061 BZ-01589063	BZ-01589062 BZ-01589063	9/13/12 cover email to -063 from Vadlamudi to Barnes re ROI metrics; -063 is ROI metrics slide	Stipulation			
GX0939	BZ-01897549 BZ-01897551	BZ-01897550 BZ-01897551	1/4/13 cover email to -551 from King to Du; -551 describes ways in which PRR and BV have greater capability than in-house solutions	Stipulation			
GX0940	BZ-01909882	BZ-01909884	1/20/11 email from Dada announcing BV's introduction of Smart SEO	Stipulation			
GX0941	BZ-01910408	BZ-01910411	1/27/11 email chain among Defossé, Thompson, et al., comparing BV's Smart SEO feature to PR's SEO and how Smart SEO can compete against PR's product	Defossé			
GX0944	DM-DOJ-00027071	DM-DOJ-00027071	Third-party document subject to the Protective Order	Crickmer (Pluck)			
GX0947	DOJ-BV00008403	DOJ-BV00008405	Third-party document subject to the Protective Order	Giannoni (Reevoo)			
GX0948	GA-BV-DOJ-00011448	GA-BV-DOJ-00011448	Third-party document subject to the Protective Order	Stipulation			
GX0949	GA-BV-DOJ-00011574	GA-BV-DOJ-00011574	Third-party document subject to the Protective Order	Stipulation Hurt			
GX0952	DOJ-BV00009258	DOJ-BV00009258	Third-party document subject to the Protective Order	Giannoni (Reevoo)			
GX0954	TEN00008664	TEN00008664	Third-party document subject to the Protective Order	Luedtke			
GX0955	TEN00024568	TEN00024568	Third-party document subject to the Protective Order	Luedtke			
GX0956	TEN00026718	TEN00026718	Third-party document subject to the Protective Order	Luedtke			
GX0959	N/A		Bazaarvoice Press Release, Nov. 7, 2008, available at <a href="http://blog.bazaarvoice.com/2008/11/17/introducing-brandvoice/">http://blog.bazaarvoice.com/2008/11/17/introducing-brandvoice/</a>	Stipulation	X	FRE 402	Exhibit is relevant to support the allegations in the Complaint. See generally Complaint, ECF No. 1.
GX0964	N/A		Bazaarvoice Amendment No. 4 to Form S-1 (Feb. 9 2012)	Stipulation			
GX0965	N/A		Form 10-K Annual Report for fiscal year ending 4/30/12	Stipulation			
GX0967	N/A		Form 10-Q for quarter ending 7/31/12	Stipulation			
GX0968	N/A		Form 10-Q for quarter ending 10/31/12	Stipulation			
GX0969	N/A		Form 10-Q for quarter ending 1/31/13	Stipulation			
GX0970	N/A		Form 10-K Annual Report for fiscal year ending 4/30/13	Stipulation			
GX0981	N/A		2010 Horizontal Merger Guidelines, available at <a href="http://www.justice.gov/atr/public/guidelines/hmg-2010.pdf">http://www.justice.gov/atr/public/guidelines/hmg-2010.pdf</a>	Stipulation			

GX0983		N/A	Expert Report of Carl Shapiro (June 21, 2013)	Shapiro	X	FRE 403, 702, 802	No good cause shown - Exhibit is authentic and admissible pursuant to the parties' Joint Stipulation of Authenticity and Admissibility of Materials for Trial (ECF No. 101).
GX0984		N/A	Rebuttal Expert Report of Carl Shapiro (July 12, 2013)	Shapiro	X	FRE 403, 702, 802	No good cause shown - Exhibit is authentic and admissible pursuant to the parties' Joint Stipulation of Authenticity and Admissibility of Materials for Trial (ECF No. 101).
GX0985		N/A	Carl Shapiro Supplemental Exhibits (July 25, 2013)	Shapiro	X	FRE 403, 702, 802	No good cause shown - Exhibit is authentic and admissible pursuant to the parties' Joint Stipulation of Authenticity and Admissibility of Materials for Trial (ECF No. 101). Exhibit is admissible under FRE 116(a), 702, 1006
GX0986		N/A	Expert Report of Chris Dellarocca (June 21, 2013)	Dellarocca			
GX0987		N/A	Bazaarvoice Objections and Response to Plaintiff's Interrogatories No. 20 and 21	Stipulation			
GX0998	BZ-02438519	BZ-02438523	11/11/12 email from Parsons to a customer re changes post-acquisition	Stipulation			
GX0999	BZ-02435093	BZ-02435094	10/18/12 email from Parsons to Coniglio re changes post-acquisition	Stipulation			
GX1000	BZ-02432884	BZ-02432886	9/21/12 email from Parsons to a customer re changes post-acquisition	Stipulation			
GX1003	BZ-01691081	BZ-01691082	5/15/12 email from Godfrey to Smith, Defossé, et al., re BV-PR acquisition and technology synergies	Defossé Svatek			
GX1004	BZ-01691057	BZ-01691058	5/15/12 email from Smith to Defossé, et al., re opportunities for technology-related cost savings	Defossé Svatek			
GX1005	BZ-01334485 BZ-01334486 BZ-01334492	BZ-01334485 BZ-01334491 BZ-01334497	6/23/09 BV cover email to -486 and -492 from Forsyth to others re winning Bed Bath and Beyond; -486 is Master Application Service Agreement; 0492 is PRR Service Addendum	Waltzinger (Bed Bath & Beyond)	Defendant objects to BZ-01334485 -485	FRE 106	No good cause shown - Exhibit is authentic and admissible pursuant to the parties' Joint Stipulation of Authenticity and Admissibility of Materials for Trial (ECF No. 101)
GX1017	BZ-00863376 BZ-00863579 BZ-00863380 BZ-00863410	BZ-00863379 BZ-00863597 BZ-00863409 BZ-00863465	4/4/12 cover email to -380, -410, -579 from Smith to Hurt re analyst reports on BV post-IPO; -380 is Morgan Stanley report noting BV's dominant market share and that syndication is a barrier to entry; -410 is Deutsche Bank report noting BV is dominant player; -579 is BMO Capital Markets report noting PR is BV's primary rival and that syndication is a barrier to entry	Collins Hurt	X	FRE 106, 402, 403	No good cause shown - Exhibit is authentic and admissible pursuant to the parties' Joint Stipulation of Authenticity and Admissibility of Materials for Trial (ECF No. 101)
GX1019	BZ-00910314	BZ-00910316	10/13/11 email from Luedtke to Heberle containing list of accounts where PR and BV are competing head to head	Luedtke			
GX1020	BZ-01295378 BZ-01295384	BZ-01295383 BZ-01295424	5/9/12 cover email to -384 from Wu to Smith, Barksdale, et al., with PR PRR moderation question responses; -384 is PR moderation guide	Adams			
GX1026	BZ-02092847	BZ-02092848	8/30/12 BV email from Bergstrom to Fanning discussing a price increase for Bed Bath and Beyond	Waltzinger (Bed Bath & Beyond)	X	FRE 106	No good cause shown - Exhibit is authentic and admissible pursuant to the parties' Joint Stipulation of Authenticity and Admissibility of Materials for Trial (ECF No. 101)
GX1028	BZ-00803924	BZ-00803925	3/15/11 cover email to -926 and -927 from Riggs to Executive Team discussing BV's approach to Smart SEO	Stipulation			
GX1030	BZ-02375976 BZ-02376011	BZ-02375976 BZ-02376019	1/19/10 cover email to -011 from Hurt to Pacitti, et al., enclosing materials for Board Call; -011 is Sales Update, showing firms with in-house platforms moving to BV	Hurt			
GX1031	BZ-02377578 BZ-02377654	BZ-02377578 BZ-02377672	8/10/10 cover email chain to -654 among Hurt, Pacitti, Meredith, et al., discussing minutes for board meeting; -654 is a PowerPoint containing a Q1 financial update	Hurt			
GX1032	BZ-00002821 BZ-00002822	BZ-00002821 BZ-00002846	11/19/08 cover email to -822 from Hurt to Executive Team forwarding Board of Directors' materials; -822 is Sales Update for Board	Hurt			
GX1033	GIGYA077361	GIGYA077367	Third-party document subject to the Protective Order	Tarkowski (Gigya)			
GX1034	BZ-00742985	BZ-00742988	8/11/11 PR email chain between Monson, Heberle and Bosch about Bosch's decision to go with BV because of its syndication network	Stipulation			
GX1044		N/A	Expert Report of Carl Shapiro (June 21, 2013) Exhibit 19	Shapiro			
GX1045		N/A	Expert Report of Carl Shapiro (June 21, 2013) Exhibit 20	Shapiro	X	FRE 403, 702, 802	No good cause shown - Exhibit is authentic and admissible pursuant to the parties' Joint Stipulation of Authenticity and Admissibility of Materials for Trial (ECF No. 101). Exhibit is admissible under FRE 116(a), 702, 1006
GX1046		N/A	Expert Report of Carl Shapiro (June 21, 2013) Exhibit 24	Shapiro			
GX1047		N/A	Expert Report of Carl Shapiro (June 21, 2013) Exhibit 26	Shapiro			
GX1048		N/A	Expert Report of Carl Shapiro (June 21, 2013) Exhibit 27	Shapiro			
GX1057		N/A	Rebuttal Expert Report of Carl Shapiro (July 12, 2013) Exhibit 6	Shapiro			
GX1062		N/A	Carl Shapiro Supplemental Exhibits (July 25, 2013) Exhibit 14A	Shapiro	X	FRE 403, 702, 802	No good cause shown - Exhibit is authentic and admissible pursuant to the parties' Joint Stipulation of Authenticity and Admissibility of Materials for Trial (ECF No. 101). Exhibit is admissible under FRE 116(a), 702, 1006
GX1063		N/A	Carl Shapiro Supplemental Exhibits (July 25, 2013) Exhibit 15A	Shapiro	X	FRE 403, 702, 802	No good cause shown - Exhibit is authentic and admissible pursuant to the parties' Joint Stipulation of Authenticity and Admissibility of Materials for Trial (ECF No. 101). Exhibit is admissible under FRE 116(a), 702, 1006
GX1064		N/A	Carl Shapiro Supplemental Exhibits (July 25, 2013) Exhibit 3A	Shapiro			
GX1078		N/A	Expert Report of Carl Shapiro (June 21, 2013) Exhibit 18	Shapiro			
GX1084	BZ-00831021	BZ-00831025	8/28/11 email between Meredith and Hurt, et al., discussing Menlogeddon	Hurt			
GX1085	BZ-02215694 BZ-02215697	BZ-02215694 BZ-02215698	1/11/13 cover email to -697 from Pearson to Godfrey re issues when the market opened; -697 is BV's statement on filing of Justice Department antitrust case	Stipulation			
GX1086	BZ-00700152 BZ-00700155	BZ-00700154 BZ-00700166	11/10/10 cover email chain to -155 from Halligan to everyone on importance of customer reviews; -155 is 11/10 eMarketer article on customer product reviews	Stipulation	X	FRE 106, 402, 403	No good cause shown - Exhibit is authentic and admissible pursuant to the parties' Joint Stipulation of Authenticity and Admissibility of Materials for Trial (ECF No. 101)
GX1090	BZ-01955199	BZ-01955200	5/31/12 emails between Dodds and Defossé detailing BV's win at Target for syndication of BV network reviews	Defossé			
GX1091	BZ-01946977	BZ-01946978	2/21/12 email from Defossé to Camp, et al., re BV competition with PR via syndication	Defossé			
GX1092	BZ-01769701 BZ-01769709	BZ-01769701 BZ-01769711	5/17/12 cover email to -709 from Pearson to Godfrey, et al.; -709 is BV PR acquisition FAQ for employees referencing head-to-head competition with PR	Stipulation			

GX1093	BZ-00840863	BZ-00840865	10/25/11 email chain between Osborne and Hurt noting that PR is BV's "fiercest competitor"	Osborne Hurt			
GX1094	BZ-00164311	BZ-00164315	6/5/12 email from Svatek to Hurt, Pacitti and Collins discussing BV's ownership of the network for global retail after acquiring PR and the difficulty of switching PRR providers	Svatek			
GX1096	BZ-00624032	BZ-00624032	8/12/10 email chain between Luedtke and Halligan, noting that BV discounts prices below PR's prices	Luedtke			
GX1097	BZ-01582924	BZ-01582925	7/9/12 email chain between BV's Marchand and a customer discussing cross-geography network syndication and indicating that the customer's U.S. branch selected Reevoov because Reevoov is the customer's global provider	Stipulation			
GX1103	BZ-00623447 BZ-00623448	BZ-00623447 BZ-00623471	7/29/10 cover email to -448 from Luedtke; -448 is PR deck on PRR platform features pitched for drugstore.com	Luedtke			
GX1104	BZ-02322164	BZ-02322165	12/16/11 email from Dodd to Capasso enclosing chain discussing PR being brought in as price-pressure during customer negotiations	Dodd			
GX1105	BZ-00602047	BZ-00602049	3/14/12 email from Ewing to Fanning re PR price competition for Guitar Center	Stipulation			
GX1106	BZ-01292617	BZ-01292619	5/31/12 email from a customer to McNeil and Wight noting that the customer agreed to a price increase from PR	Stipulation			
GX1107	BZ-00743109	BZ-00743113	8/11/11 PR email chain between Monson, Heberle and Bosch about Bosch's decision to go with BV because of its syndication network	Stipulation			
GX1108	BZ-01937536	BZ-01937536	10/26/11 email from Defossé expressing excitement about a cross-syndication deal (BV syndicating to a PR customer)	Defossé			
GX1109	BZ-01022110	BZ-01022111	1/18/12 email from Marchand to Osborne re PR full court press for HP, LG, Epson, and Sony	Osborne			
GX1110	BZ-00312508	BZ-00312512	4/28/12 email from Svatek to Executive team re PR acquisition due diligence, indicating that PR could be a potent threat to BV	Svatek			
GX1111	BZ-01921406	BZ-01921407	6/27/11 email from Defossé to Sales Teams concerning competition from PR	Defossé			
GX1112	BZ-01942637	BZ-01942638	12/7/11 email from Defossé to Miranda and Polishook discussing cross platform syndication - competition with PR; -637 is a presentation to 3M re BV opening its network	Defossé			
GX1113	BZ-01398117 BZ-01398121	BZ-01398120 BZ-01398200	10/08/12 cover email to -121 from Weaver to Light; BCBG requested price and term duration concessions; -121 is the BV PRR Features guide	Stipulation			
GX1114	BZ-01115664	BZ-01115786	8/4/2011 slide deck entitled "Quarterly All Hands"	Stipulation			
GX1115	BZ-00059550	BZ-00059551	1/4/11 email from Luedtke to Hirsch at Get Satisfaction discussing suggestion that Clorox replace BV with PR	Luedtke			
GX1116	BZ-00762647	BZ-00762653	12/27/11 email from Chen to McNeil Luedtke et al. re competing against BV for account	Luedtke			
GX1118	BZ-01287772	BZ-01287773	9/20/12 email from Du re competition, explaining that Facebook and Salesforce.com's Social Marketing Cloud are not good substitutes for BV	Stipulation			
GX1126	BZ-00881858 BZ-00881860	BZ-00881859 BZ-00881866	8/13/12 cover email to -860 from Smith to Hurt; -860 contains remarks prepared for Hurt's participation in a SaaS panel including that BV's network creates a network effect and that BV tracks its market penetration by how many customers it has in the IR 500	Hurt			
GX1128	BZ-01307393 BZ-01307404 BZ-01307417	BZ-01307396 BZ-01307408 BZ-01307425	5/23/12 cover email to -404 and -417 from Hossain to Luedtke, Adams, Comée, et al.; -404 is BV employee fact sheet re the acquisition; -417 is information for PR employees re the acquisition which states that BV and PR are "#1 and #2"	Hossain			
GX1129	BZ-00524366 BZ-00524368	BZ-00524367 BZ-00524412	7/11/12 cover email to -368 from Stuart to Hurt, Collins, et al.; -368 is 7/2012 draft Follow-On Offering Roadshow presentation prepared by MorganStanley for BV	Hurt Collins			
GX1133	BZ-01966569	BZ-01966571	11/14/12 email from Defossé to Du re Google's shopping review service; indicating that it does not compete directly with BV	Defossé			
GX1134	BFG-DOJ-0000024	BFG-DOJ-0000103	Third-party document subject to the Protective Order	Stipulation			
GX1135		N/A	Pie Chart of PRR Market Shares by Customer Count Based on GX1062	Shapiro	X	FRE 403, 702, 802	Exhibit is admissible under FRE 611(a), 702, 1006
GX1136		N/A	Pie Chart of PRR Market Shares byBased on GX1063	Shapiro	X	FRE 403 702 802	Exhibit is admissible under FRE 611(a) 702 1006
GX1149	BZ-00609585	BZ-00609590	6/20/12 email chain from Strain-Seymour to Fanning, et al., discussing BV's sales team taking Pep Boys from PR post-acquisition	Stipulation			
GX1168	BZ-01404432 BZ-01404436	BZ-01404435 BZ-01404619	2/29/12 cover email to -436 from Hurt enclosing BV IPO Prospectus; -436 is Prospectus	Hurt			
GX1175	BZ-00509904	BZ-00509906	11/17/11 email from Hurt to Pacitti, Agrawal and Meredith explaining why BV should acquire PR	Hurt			
GX1181	AVP-00175158 AVP-00175160	AVP-00175158 AVP-00175165	Third-party document subject to the Protective Order	Stipulation			
GX1189		N/A	6/14/2012 Document Preservation Agreement	Stipulation			