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September 1, 2011

VIA E-MAIL

Rotem Guez



Dear Mr. Guez,

We represent Facebook Inc., based in Palo Alto, California. It has come to our attention that you have developed and are marketing a service that violates Facebook's Statement of Rights and Responsibilities ("Statement") and Platform Policy (collectively, "Terms"). Specifically, your website, www.like-store.info, offers a service that claims to increase the number of "likes" of a customer's Facebook Page. Facebook has also gathered evidence that you have created multiple fake Facebook profiles that are used to deliver this service.

Your activities violate Facebook's Terms, and are illegal. Facebook demands that you immediately stop your activities.

Facebook takes the protection and proper working of its network very seriously and is committed to keeping Facebook a safe place for users to interact and share information. Facebook developed its Statement and Platform Policy to protect its users and to facilitate these goals.

Specifically, Facebook's Terms prohibit:

- Incentivizing users to Like any page other than your own site or application;
- Creating more than one personal profile, or creating fake profiles;
- Using personal profiles for commercial purposes;
- Incentivizing users to use Facebook social channels, or imply that an incentive is directly tied to use of Facebook channels; and

- Misleading Facebook users;

See Statement of Rights and Responsibilities, www.facebook.com/terms.php; Platform Policy, <http://developers.facebook.com/policy>.

In addition to violating Facebook's Terms, your activities may violate the California Comprehensive Computer Data Access and Fraud Act, Cal. Penal Code § 502(c); the federal Computer Fraud and Abuse Act, 18 U.S.C. § 1030; and state laws prohibiting interference with Facebook's business expectations and interests.

In order to avoid escalation of this matter, you must respond to me in writing no later than close of business on Monday, September 5, 2011 confirming that you, your agents, your employees, your affiliates, and/or anyone acting on your behalf (collectively, You or Your):

1. Have stopped and will not in the future access Facebook's site, services, platform, or network for any reason whatsoever;
2. Have stopped and will refrain from developing, promoting, selling, offering and/or using websites or applications, including but not limited to www.like-store.info, that sell "likes," incentivize Facebook users to "like" any page or website or to use Facebook social channels;
3. Have stopped and will not in the future mislead Facebook users; and
4. Have removed references to Facebook from any websites or other promotional material that You control, including but not limited to www.like-store.info.

Should you choose to ignore this letter and continue your current improper conduct, Facebook is continuing to evaluate its options and reserves the right to take whatever measures it believes are necessary to enforce its rights, maintain the quality of its site, and protect its users' privacy and information.

Guez – Like-Store.info
September 1, 2011
Page 3

This letter is not intended by us, and should not be construed by you, as a waiver or relinquishment of any of our client's rights or remedies in this matter. Our client specifically reserves all such rights and remedies whether at law or in equity, under applicable domestic and foreign laws.

Sincerely,

A handwritten signature in black ink, appearing to read "Joe Cutler". The signature is written in a cursive, flowing style with a large initial "J" and a long, sweeping underline.

Joseph P. Cutler