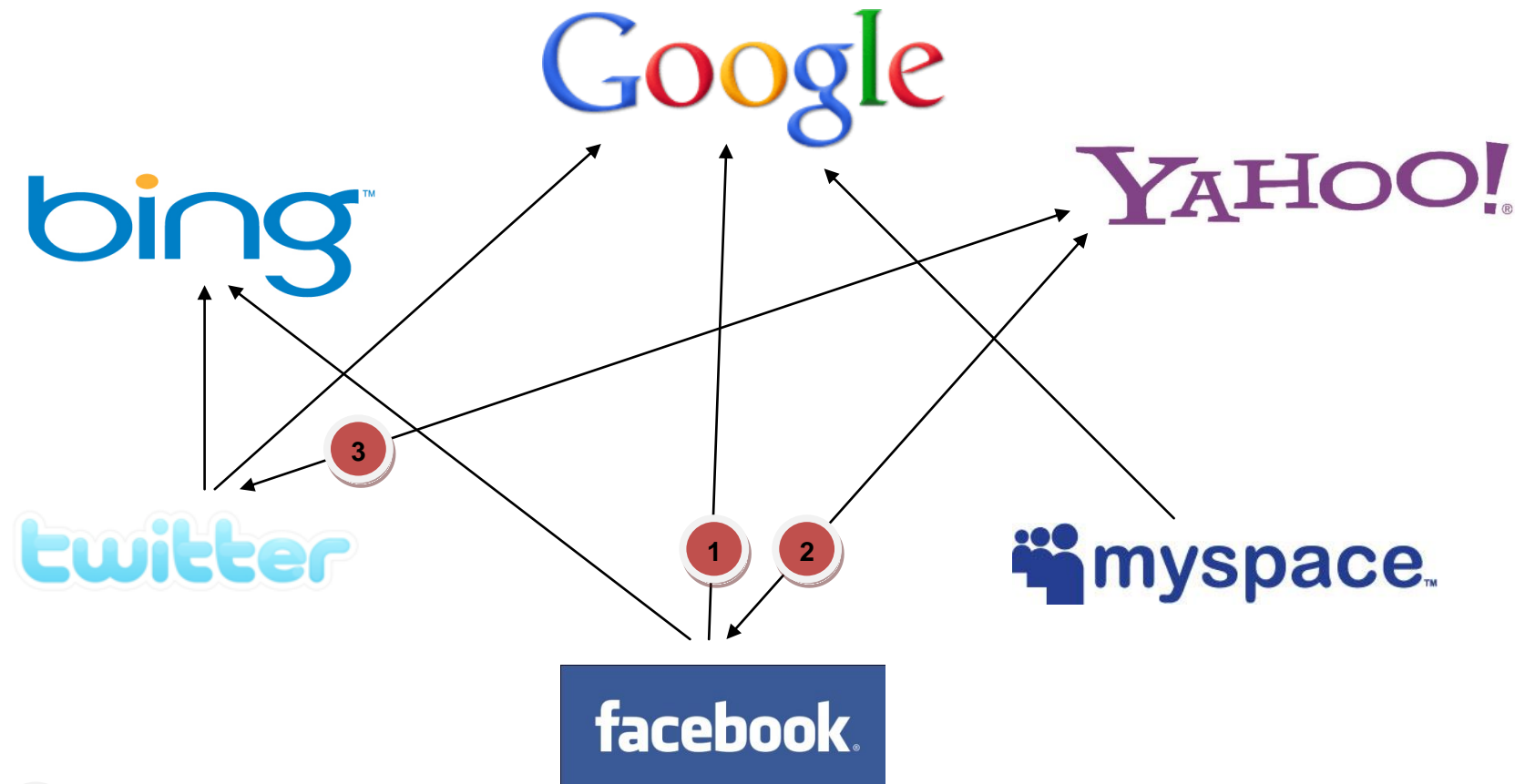


Major Social Media & Search Engine Relationships



Fan page updates



Fan page updates and personal updates that are shared are promoted from FB to Yahoo. Yahoo content is also shareable to Facebook.



Yahoo to incorporate mutual sharing with Twitter later this year. (MediaPost 06/07/10)

Yahoo

Share Yahoo content on FB via FB Connect

<http://ycorpblog.com/2009/12/02/facebook/>

Cross share content between FB & Yahoo

<http://ycorpblog.com/2010/06/06/socialiq/>

Yahoo to incorporate cross-share with Twitter

http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=129559

Bing

Bing Adds Twitter Search

<http://www.bing.com/community/blogs/search/archive/2009/10/21/bing-is-bringing-twitter-search-to-you.aspx>

Bing Lands Deals with Twitter and Facebook

http://www.pcworld.com/businesscenter/article/174076/bing_lands_deals_with_twitter_and_facebook.html

Google

Google Quietly Brings Twitter Feeds to Display Ads

<http://www.clickz.com/3640539>

Data Sources for Google real-time search

<http://searchengineland.com/facebook-fan-page-updates-now-in-google-real-time-search-36836>

Google Adds Facebook content to real-time search

<http://googleblog.blogspot.com/2010/02/this-week-in-search-22810.html>

Google Adds MySpace content to real-time search

<http://googleblog.blogspot.com/2010/02/this-week-in-search-22110.html>

Google Adds Twitter content to real-time search

<http://googleblog.blogspot.com/2009/10/rt-google-tweets-and-updates-and-search.html>