
From: Brett Hurt
Sent: Wednesday, July 27, 2011 4:12 PM
Subject: Re: End of day update on syndication and PR's latest move

I'm on it!

Brett Hurt
Founder and CEO
Bazaarvoice [site | blog | twitter]
Bazaarblog: [Zappos and others need to keep it real \(being authentic in customer reviews\)](#)
o +1.512.551.6736 | [REDACTED] | f +1.866.651.6858 | brett@bazaarvoice.com

From: Stephen Collins <Stephen.Collins@bazaarvoice.com>
Date: Wed, 27 Jul 2011 10:36:03 -0500
To: "Brett A. Hurt" <brett.hurt@bazaarvoice.com>
Subject: Re: End of day update on syndication and PR's latest move

go get 'em!

8^)

Stephen R. Collins
Chief Financial Officer
Bazaarvoice [site | blog | twitter]
o +1.512.551.6238 | [REDACTED] | f +1.866.430.7838 | [REDACTED]
stephen.collins@bazaarvoice.com

Executive Assistant: Dorina Carr |
o 512.551.6661 | [REDACTED] | f 866-430-7838

From: Brett Hurt <Brett.Hurt@bazaarvoice.com>
Date: Wed, 27 Jul 2011 10:32:50 -0500
To: Stephen Collins <stephen.collins@bazaarvoice.com>
Subject: Re: End of day update on syndication and PR's latest move

We should revisit it again later on, right after IPO

Agree we are too slow and I was all over Mike yesterday about this

Brett Hurt
Founder and CEO
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o +1.512.551.6736 | [REDACTED] | f +1.866.651.6858 | brett@bazaarvoice.com

From: Stephen Collins <Stephen.Collins@bazaarvoice.com>
Date: Tue, 26 Jul 2011 20:20:36 -0500

UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF CALIFORNIA TRIAL EXHIBIT <u> GX0412 </u> 13-CV-0133-WHO Date Entered _____ By _____ (Deputy Clerk)
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To: "Brett A. Hurt" <brett.hurt@bazaarvoice.com>

Subject: Fwd: End of day update on syndication and PR's latest move

we are too slow

glad to see competition light a fire

let's crush these guys now

and damnit lets just buy them now

they are going to go down fighting and we raise capital they will ride coattails and raise a ton too

Stephen R. Collins
Chief Financial Officer
Bazaarvoice

Begin forwarded message:

From: Erin Defosse <Erin.Defosse@bazaarvoice.com>

Date: July 26, 2011 8:15:52 PM CDT

To: Executive Team <exec-team@bazaarvoice.com>

Cc: Product Strategy <ProductStrategy@bazaarvoice.com>, Lisa Pearson <lisa.pearson@bazaarvoice.com>, David Milam <david.milam@bazaarvoice.com>

Subject: End of day update on syndication and PR's latest move

Team:

Last week we did a lot of prep work to identify our Manu clients that have either already been contacted by PR or would likely to be contacted by them in order to offer what, as a result of today's press release, they are terming their "open" syndication solution. We also developed the talking points and actions that manu Client Partners and manu CSDs would need to take to preempt further advancement of PR's goals and allow us to go on the offense and lock out PR out of any conversations regarding syndication with our key manu clients.

Clearly, the advent of PR's press release today adds further urgency to the efforts that we already had under way. As a result, we are accelerating our efforts in the following way:

- 1) On Friday I will gather all manu CPs and CSDs and kick off an offensive strategy by which we will immediately launch syndication discussions with our most valuable clients and/or those we believe that are at the highest risk of being approached by PR and get them to buy into our own solution (note: P&G has already done this which is great validation of our strategy). During our meeting we will be handing out the necessary talking points, collateral, and program overview so that the CPs and CSDs can get these clients on the right path and schedule them for a discovery process and potential deployment of a solution, as appropriate. To put this in context, we are talking about 3-4 major clients right now given the intel that we has been provided by the CPs and CSDs to date.
 - a. We will subsequently get Retail CPs and CSDs trained

- 2) On Monday we will gather all manu SDs and MDs and deliver the "kill points" and appropriate collateral to enable our Sales team to diffuse any FUD in the market and indeed position us offensively on the syndication topic. Marketing is already developing these materials.
 - a. We will subsequently get Retail SDs and MDs trained
- 3) We are accelerating the kick off of the technical development effort which, under our original plan, was not going to start for another couple of weeks. The original plan would have kicked off development once we had at least 2 BV clients provide business and technical vetting of our solution design. We will still attempt to get this minimal vetting done but may have to short circuit in order to launch the process sooner.
- 4) There are separate parallel path projects to
 - a. (Osborne) Identify how we steal one or more major PR clients from underneath their nose by offering them something that they can't refuse. We need to signal to PR that we are not going to stand by while they do their shenanigans and that we have the wherewithal to absorb some pain in return for handing them major client losses if we so choose to
 - b. (Marx) Deal with BV Retail clients who want to syndicate in content from manufacturers not on our platform. This was started a few weeks ago with CDW as a first "pilot" for what we want to do here.
 - c. (Marx/Defosse) Develop the long term strategy for defensibility of our overall Network
 - d. (Pearson) Develop an overall marketing response to PR's suggestion that we are not an "open" network and highlight the value of our existing syndication

I will continue to provide updates to give you visibility into everything going on and so that you can understand how this whole approach is being orchestrated. Stay tuned for more...

Erin Defosse
Head of Product Strategy
Bazaarvoice [[site](#) | [blog](#) | [twitter](#)]

o +1.512.551.6511 |  **f** +1.512.551.6001
erin.defosse@bazaarvoice.com

*[@jowyang](#): I take about 300-400 briefings a year. Very few can give me hard ROI numbers,
[@bazaarvoice](#) does, truly social commerce. #rsc10*

To: Stephen Collins <Stephen.Collins@bazaarvoice.com>

CC:

BCC: