

**From:** Michael Osborne  
**Sent:** Monday, April 25, 2011 2:24 AM  
**Subject:** Re: is that confidential meeting...  
  
**Categories:** To: Osborne

UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA

TRIAL EXHIBIT GX0221

13-CV-0133-WHO

Date Entered \_\_\_\_\_

By \_\_\_\_\_ (Deputy Clerk)

I get it – but I want to lobby for me to be there. It's just as much professionally valid as it is a huge learning experience. I'll answer questions, but otherwise, will shut it. I get the 10 vs 3-4, totally. So help me be the +1.

-MRO

Michael Osborne | Chief Revenue Officer | Bazaarvoice, Inc. | o: +1 512-524-7160 | m: [REDACTED] | f: +1 866-348-4364 | twitter: [REDACTED]

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**From:** Brant Barton <[Brant.Barton@bazaarvoice.com](mailto:Brant.Barton@bazaarvoice.com)>  
**Date:** Sun, 24 Apr 2011 20:59:36 -0500  
**To:** Michael Osborne <[michael.osborne@bazaarvoice.com](mailto:michael.osborne@bazaarvoice.com)>  
**Subject:** Re: is that confidential meeting...

Let's discuss in person tomorrow. Everyone is going to feel the same way – that it's critical for them to be there. It's not. The point of the meeting isn't to have a big brainstorm with them on all of the possibilities. It's to go through a checklist that requires them to share a bunch of information on exactly how sound their business is, both financially and technically. I just don't want 10 of us vs. 3-4 of them. It will totally impact the tone of the meeting.

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**From:** Michael Osborne <[Michael.Osborne@bazaarvoice.com](mailto:Michael.Osborne@bazaarvoice.com)>  
**Date:** Sun, 24 Apr 2011 20:53:40 -0500  
**To:** Brant Barton <[brant.barton@bazaarvoice.com](mailto:brant.barton@bazaarvoice.com)>  
**Subject:** Re: is that confidential meeting...

If we buy them it changes everything for our model. I'll have an SMB solution immediately, and potentially chunks of the MD team that can immediately go back to all the A1's to talk about BV lite. Because 10-20% price erosion will disappear. Because I'll have some talent to vet immediately, and make a call on consuming or rejecting. Because this is competitively HUGE and I have opinions.

Michael Osborne | Chief Revenue Officer | Bazaarvoice, Inc. | o: +1 512-524-7160 | m: [REDACTED] | f: +1 866-348-4364 | twitter: [REDACTED]

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**From:** Brant Barton <[Brant.Barton@bazaarvoice.com](mailto:Brant.Barton@bazaarvoice.com)>  
**Date:** Sun, 24 Apr 2011 20:51:48 -0500  
**To:** Michael Osborne <[michael.osborne@bazaarvoice.com](mailto:michael.osborne@bazaarvoice.com)>  
**Subject:** Re: is that confidential meeting...

But why should you?

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**From:** Michael Osborne <[Michael.Osborne@bazaarvoice.com](mailto:Michael.Osborne@bazaarvoice.com)>  
**Date:** Sun, 24 Apr 2011 20:50:48 -0500

**To:** Brant Barton <[brant.barton@bazaarvoice.com](mailto:brant.barton@bazaarvoice.com)>  
**Subject:** Re: is that confidential meeting...

I want to be there. I accepted. If anyone asks you if I should, find a reason to say yes.

Michael Osborne | *Chief Revenue Officer* | Bazaarvoice, Inc. | o: +1 512-524-7160 | m: [REDACTED] | f: +1 866-348-4364 [REDACTED]

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**From:** Brant Barton <[Brant.Barton@bazaarvoice.com](mailto:Brant.Barton@bazaarvoice.com)>  
**Date:** Sun, 24 Apr 2011 20:38:57 -0500  
**To:** Michael Osborne <[michael.osborne@bazaarvoice.com](mailto:michael.osborne@bazaarvoice.com)>  
**Subject:** Re: is that confidential meeting...

Yes, they are coming to town.  
We don't want to pack the room with our entire ELT, so you, HJB, and Erin are optional.

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**From:** Michael Osborne <[Michael.Osborne@bazaarvoice.com](mailto:Michael.Osborne@bazaarvoice.com)>  
**Date:** Sun, 24 Apr 2011 20:36:52 -0500  
**To:** Brant Barton <[brant.barton@bazaarvoice.com](mailto:brant.barton@bazaarvoice.com)>  
**Subject:** is that confidential meeting...

The acquisition of PR?

Michael Osborne | *Chief Revenue Officer* | Bazaarvoice, Inc. | o: +1 512-524-7160 | m: [REDACTED] | f: +1 866-348-4364 | twitter: [REDACTED]

To: Brant Barton <Brant.Barton@bazaarvoice.com>

CC:

BCC: