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**FairSearch.org Coalition Adds New Members in Travel, E-Commerce and Advertising
As Global Investigations Into Google's Anticompetitive Business Practices Continue**

*New Members adMarketplace, Interactive Travel Services Association (ITSA), ShopCity.com,
and Twenga Signal Growing Concern Over Google's Abuse of Monopoly Power*

WASHINGTON, D.C. – January 26, 2012 – FairSearch.org has added several new members to its coalition: New York City-based [adMarketplace](#), which delivers pay-per-click advertising inventory to marketers from non-search engine sources; the [Interactive Travel Services Association \(ITSA\)](#), an online travel industry trade group devoted to eliminating barriers to growth and protecting consumers; Paris, France-based [Twenga](#), an online shopping site listing more than 500 million offers from 220,000 online retailers in a searchable platform; and Mountain View, Calif.-headquartered [ShopCity.com](#), which provides marketing and sales tools for independent businesses to connect with customers online.

FairSearch.org encourages the enforcement of existing laws to prevent anticompetitive behavior that harms consumers and competition. The members announced today join existing FairSearch.org members Expedia Inc., and its brands Expedia.com and Hotwire; Foundem; KAYAK, and its brand SideStep; Microsoft; Level...com; Sabre Holdings, and its brands Travelocity and ZUJI; and TripAdvisor.

FairSearch.org was founded in October 2010 by online travel companies concerned that Google's then-proposed acquisition of ITA Software would harm competition and consumers. In April 2011, after a rare extended antitrust review, the Justice Department imposed strong conditions requiring Google to offer ITA to competitors, and created a 5-year monitoring period of Google's online travel business.

The roll-out of Google Flight Search in fall 2011 excluded links to metasearch and online travel agency sites in its results. Google said in November that airlines demanded that Google Flight Search feature links to their sites exclusively.

“We believe that Google uses its monopoly power to distort the marketplace by steering consumers away from the natural search results available for travel online,” said **Joseph Rubin, President of ITSA**.

“Further, the online travel companies are required to provide various consumer disclosures with their listings. Our members think consumers deserve the protection of those disclosures that we provide, and that Google Flight Search in many cases does not.”

Other new FairSearch.org members represent online advertising and e-commerce verticals.

Twenga filed a complaint with the European Commission earlier this week, asking it to stop Google's anti-competitive business and search practices, which **Twenga** said "undermine jobs and innovation in the European Union."

"By systematically ranking its own offerings over links to competitors, Google uses its dominant power to hurt other businesses rather than competing fairly in the marketplace," said **Bastien Duclaux, co-founder and CEO of Twenga**. "Google's abuse of its monopoly power in search threatens the ability of innovators everywhere to reach consumers on the Internet. Google has created the conditions for an uneven playing field in which it is predetermined to always emerge as the winner."

In addition to the EC investigation, the U.S. Federal Trade Commission and six U.S. Attorneys General as well as the Korean Free Trade Commission are formally investigating whether Google's business practices violate antitrust and consumer protection laws.

"When a company begins competing directly with Google, in a market where they are not yet the dominant player, Google will make it very difficult to succeed," said **ShopCity.com co-founder and CEO Colin Pape**. "In the process, Google harms consumers by steering them away from relevant results, solely for Google's own financial benefit."

ShopCity.com filed a complaint with the FTC in November 2011, alleging that Google steered users to its own Google Places sites while demoting competing ShopCity.com results for local businesses, despite longstanding partnerships between ShopCity.com with city governments, media companies and Chambers of Commerce.

In 2011, Google generated \$38 billion in sales, almost entirely from advertising. The company has been found to be the "dominant" market force in search and search advertising by the U.S. Justice Department, the U.S. FTC, and a U.S. federal judge. As a result of Google's dominance, "advertisers' costs are likely higher than they would be in a competitive market environment," Ph.D. economist [Allen Rosenfeld](#) [concluded](#) in a report issued by FairSearch.org in July 2011.

"As media industry veterans, we have built a compelling search advertising network," said **James Hill, CEO of adMarketplace**. "Every day, our client teams hear from potential customers and publishers that Google makes it difficult for them to work with other advertising networks. A level playing field is critical to a competitive online advertising marketplace – and that does not exist today because of Google's practices."

For more information about the FairSearch.org coalition, visit <http://www.fairsearch.org>.

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About FairSearch.org

FairSearch.org is a group of businesses and organizations united to promote economic growth, innovation and choice across the Internet ecosystem by fostering and defending competition in online and mobile search. We believe in enforcement of existing laws to prevent anticompetitive behavior that harms consumers.

The FairSearch.org coalition's members are: adMarketplace; Expedia Inc., and its brands Expedia.com and Hotwire; Foundem; the Interactive Travel Services Association (ITSA); KAYAK, and its brand SideStep; Level...com; Microsoft; Sabre Holdings, and its brands Travelocity and ZUJI; ShopCity.com; TripAdvisor; and Twenga.