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2	Adam J. Zapala (245748) Elizabeth T. Castillo (280502)	Christopher L. Lebsock (184546) Seth R. Gassman (311702)
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7		ogussinante nausterate em
8	Co-Lead Counsel for Plaintiffs	
9		
10	UNITED STATES D NORTHERN DISTRIC	
11	SAN FRANCISO	
12		
13	IN RE TRANSPACIFIC PASSENGER	Civil Case No. 3:07-CV-05634-CRB-DMR
14	AIR TRANSPORTATION ANTITRUST LITIGATION	MDL No. 1913
15		
16	This Document Relates To:	DECLARATION OF SHANNON R.
17	All Actions	WHEATMAN, PH.D. IN SUPPORT OF PLAINTIFFS' MOTION FOR FINAL
18		APPROVAL OF SETTLEMENT WITH ALL NIPPONS AIRWAYS CO., LTD.
19		
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27	Declaration of Shannon R. Wheatman in Support of Plain	ntiffs' Motion for Final Approval of Settlement
28	With Defendant All Nippon Airways Co., Ltd. Case No. 3:07-cv-05634 CRB	11

- 1. I am president of Kinsella Media, LLC ("KM"), an advertising and notification consulting firm in Washington, D.C. specializing in the design and implementation of class action and bankruptcy notification programs. My business address is 2101 L Street NW, Suite 800, Washington, D.C. 20037. My telephone number is (202) 686-4111.
- 2. This declaration will describe the notices (the "Notice" or "Notices") and the notice program (the "Notice Program") implemented here related to the settlement between Plaintiffs and All Nippon Airways Co., Ltd. ("ANA") in *In re Transpacific Passenger Air Transportation Antitrust Litigation*, including why I believe they were effective and satisfied the requirements of Federal Rule of Civil Procedure 23(c) and due process.
- 3. This declaration is based upon my personal knowledge and upon information provided by Class Counsel and my associates and staff. The information is of a type reasonably relied upon in the fields of advertising, media, and communications.
 - 4. The Settlement Classes relevant to this Notice Program are defined as:

Japan Class (Settlement Class I): All persons and entities that directly purchased tickets for passenger air transportation from Japan Airlines ("JAL") or ANA, or any predecessor, subsidiary or affiliate thereof, that originated in the United States and included at least one flight segment from the United States to Japan between the period beginning February 1, 2005 and ending December 31, 2007. Excluded from the class are any tickets that did not include a fuel surcharge. Excluded from the class are any antitrust immunized fares agreed upon at IATA "Tariff Coordinating Conferences." Excluded from the class are tickets exclusively acquired through award or reward travel or any tickets acquired for infant travel with a 90% discount. Also excluded from the class are purchases by government entities, Defendants, any parent subsidiary or affiliate thereof, and Defendants' or any other commercial airline's officers, directors, employees, agents, and immediate families.

Satogaeri Class (Settlement Class II): All persons and entities that directly purchased Satogaeri fares from JAL or ANA or any predecessor, subsidiary or affiliate thereof that originated in the United States and included at least one flight segment to Japan and does not include travel to countries other than the United States and Japan between the period beginning January 1, 2000 and ending April 1, 2006. Excluded from the class are purchases by government entities, Defendants, any parent subsidiary or affiliate thereof, and Defendants' officers, directors, employees and immediate families.

<u>Settlement Class III</u>: All persons and entities that purchased passenger air transportation originating in the United States that included at least one flight segment to Asia or Oceania, from or on any of the Defendants, or any predecessor, subsidiary, or affiliate thereof, at any time between January 1, 2000 and December 1, 2016. Excluded from the class are governmental entities, Defendants, former Defendants in the Action, any parent, subsidiary or affiliate thereof, and Defendants' officers, directors, employees and immediate families.

5. KM was retained to design and implement the Notice Program in this Settlement. In my prior declaration, the Supplemental Declaration of Shannon R. Wheatman, Ph.D. in Support of Plaintiffs' Motion for Approval of Notice Program and Notice Forms dated April 5, 2019, submitted along with my C.V., I detailed my class action notice experience, expertise in the form and content of class action notice, and publications on notice and due process. I also provided my educational and professional experience relating to class action notice programs and ability to render opinions on the overall adequacy of the Notice Program. I submit this Declaration to describe the implementation of the Notice Program.

NOTICE PROGRAM OVERVIEW

6. To effectively reach the Classes, KM implemented the Court-approved Notice Program consisting of direct notice, paid national and local media, earned media, and a dedicated website. As detailed below, I believe this Notice Program meets due process standards and

provides the best notice practicable to the Classes under the circumstances of this case. Each of these elements are described in more detail below.

DIRECT NOTICE

7. Direct Notice was sent via email ("Email Notice") or postcard ("Postcard Notice") to Class Members who filed a claim in the previous settlements and to those who registered during the certification program for the litigation with ANA. Rust Consulting sent 55,162 records of contact information for potential Class Members who either submitted claims in previous rounds, or who registered and provided their contact information through the case website address. Specific information regarding the mailing portion of the Notice Program is provided in the Declaration of Joel Botzet of Rust Consulting filed concurrently with this

Declaration.

- 8. Prior to mailing, all physical mailing addresses were checked against the National Change of Address ("NCOA")¹ database, which is maintained by the United States Postal Service ("USPS").
- 9. Notices that were returned as non-deliverable were re-mailed to any physical address indicated by the USPS in the case of an expired automatic forwarding order. Notices returned as non-deliverable, but for which a new physical address is not indicated by the USPS, were further searched through a third-party vendor to obtain a more current address. If any such address was found, the Notice was re-mailed. Overall, according to Rust, after all mailings were completed, 95.02% of mailed notices were delivered.

¹ The NCOA database contains records of all permanent changes of address submissions received by the USPS for the last four years.

- 10. Direct Notice was also sent via email to lists customized to reach people who have been identified as potential Class Members.² Overall, 97% of Email Notices were delivered. Email Notice was sent to the following groups:
 - a. 295,096 Frequent Flyer Travelers with Japanese Ethnicity consisting of households traveling to a foreign country 2+ times a year, frequent business travelers, and frequent flyers traveling 5+ times a year. Individuals in this group have self-identified as Japanese.
 - b. 155,102 Frequent International Travelers with Asian Ethnicity consisting of people identified as frequent international travelers (traveling 2+ times a year) with an Asian ethnicity.
 - c. 44,134 Asian Airline Frequent Flyers consisting of frequent flyers (traveling once every two years) on Asiana, Hainan, Malaysia, Thai Airways, EVA Air, Garuda Indonesia, All Nippon Airways, Singapore, and Cathay Airlines.
 - d. 50 Travel Agencies for Travel to Asia consisting of travel agencies that specialize in travel to Asia and/or Japan.

TRAVEL AGENCY NOTICE

11. A Cover Letter and a one-page summary notice was mailed to 361 *Satogaeri* travel agents in the United States. The contact information for *Satogaeri* travel agents was provided in the Defendant Japan Airlines Co., LTD's Response and Objections to Defendant All Nippon Airways Co., LTD.'s First Set of Interrogatories. The Cover Letter asked travel agents to share notice with potential Settlement Class Members.

PAID MEDIA NOTICE

12. To supplement individual notification, KM implemented a paid media program to reach Class Members who did not receive a Postcard or Email Notice. The paid media

² Email lists will be purchased from marketing/mailing lists vendors: InfoUSA, DMDatabases, and ExactData.

program consisted of advertising in a national magazine; national broad and targeted websites; local newspapers; ethnic newspapers, websites, and television.

Media Methodology

- 13. As noted in my declaration to this Court (ECF No. 1160-2, ¶¶ 29-31), the first step in developing a notice program is to determine whether a target audience can be found that encompasses the characteristics of class members. In some instances, the class itself is so niche that using more targeted media in addition to using broad media will provide better notice. This Settlement includes a broad class as well as niche classes, which include discounted tickets to Japanese people living in the U.S. for travel to Japan to visit family and friends. Therefore, the Notice Program included both 1) broad national media and 2) a much heavier focus on Japanese media than what was done in the previous settlement Class Notice Programs.
 - 14. To effectively reach the Classes, the Notice Program included:
 - a. National and local media to the Settlement Class III: national magazine and websites, and local ethnic newspapers and websites.
 - b. Targeted Japanese media to the Japan Class and the *Satogaeri* Class: local daily newspapers and Japanese newspapers, television, and websites.
- 15. Where individual addresses for purposes of direct mail are not available for the entire class, as is the case here, these protocols are appropriate, have consistently met the approval of courts, and meet the standards of due process.

National & Local Media

16. An Implementation Report for the Notice Program is attached as **Exhibit 1** and confirms that the Court-approved Notice Program was implemented. The report details each advertisement and the date and page number upon which the advertisement appeared. The report confirms that KM has received a true and correct copy of the advertisement, or "tearsheet," from

each publication.³ A true and correct copy of the Publication Notice, or tearsheet, as it appeared in print is attached as **Exhibit 2**

- 17. <u>National Magazine</u>: The Publication Notice appeared one time as a half-page ad (3.375"x10") in *Time*.
- 18. <u>National Digital Advertising</u>: The Notice Program included digital advertising to provide Class Members with additional notice opportunities beyond the print placement. Internet advertising allows the viewer of an advertisement to instantly click through to the Settlement website for further information.
- 19. Internet advertisements appeared on a rotating basis on the following online networks: Conversant, Facebook.com, Verizon media group, and RhythmOne, delivering a total of 381,231,942 gross impressions.⁴ Attached as **Exhibit 3** are true and correct copies of the ads (includes examples of how the banner ad appeared on several websites).
- 20. KM used newspaper advertisements and Internet placements to reach the Asian segment of the Class.
- 21. <u>Local Ethnic Newspapers</u>: KM selected the highest circulating newspapers in available metropolitan areas. The Publication Notice appeared in 37 newspapers covering Chinese, Filipino, and Japanese audiences.
 - a. The Publication Notice appeared one time in the following Chinese newspapers: Atlanta Chinese News, World Journal Boston, Chicago Chinese News, Dallas Chinese News, Chinese American Post, Epoch Times (Detroit), China Press (Texas), Chinese Daily News (Las Vegas), Chinese Daily News (Los Angeles), Florida Chinese News, World Journal (NY), Chinese Press (Philadelphia), Arizona Chinese

³ Copies of the notices as they appeared in each publication are available to the Court upon request.

⁴ Gross Impressions are the duplicated sum of audiences of all media vehicles containing the notice.

News, Portland Chinese Times, Epoch Times (Raleigh), San Diego Chinese Tribune, World Journal (San Francisco), China Press (Seattle), St. Louis Chinese Journal, and Washington Chinese Daily News. The newspapers have a combined circulation of 509,000.

- b. The Publication Notice appeared one time in the following Filipino newspapers: *The Philippine Weekly, Filipino Chronicle, Balita* (Las Vegas), *California Journal, Filipino Reporter, Balita* (San Diego), *Balita* (San Francisco), *Balita* (Seattle), *and Balita* (Washington DC). The newspapers have a combined circulation of 245,000.
- c. The Publication Notice appeared one time in the following Japanese newspapers: *Chicago Shimpo*, *Japanese Daily Sun Hawaii*, *The Japanese Daily Sun*, *NY Japion*, *Seikatsu Press*, *Daily Sun New York*, *Pacific Citizen* (Los Angeles), and *Yuuyake Shimbun* (Portland). The newspapers have a combined circulation of 131,000.
- 22. <u>Local Newspapers</u>: KM used newspaper advertisements to reach the top cities with the highest concentration of ANA and JAL flights.⁵ KM selected the highest circulating newspapers in available metropolitan areas where ANA and JAL flights originated. The Publication Notice appeared one time in the following newspapers: *Honolulu Star-Advertiser* (Honolulu), *Los Angeles Times* (Los Angeles), *Bay Area News Group* (San Francisco), *AM New York* (New York), and *Seattle Times* (Seattle). The newspapers have a combined circulation of 1,498,769. These newspapers represent the top five cities with the highest concentration of Japanese residents and the cities covered by these newspapers represent 76.1% of ANA and JAL flight itineraries during the class period.
- 23. <u>Local Ethnic Digital Advertising</u>: Banner ads were placed on various ethnic websites in the United States. A total of 2,108,920 gross impressions were targeted to reach

⁵ See Expert Report of Russell W. Mangum III, Ph.D. Regarding Class Certification, at page 71. "The following are gateway cities with traffic on a Japanese Carrier Defendant to Japan during the Japan Class Period: LAX, SFO, NYC, HNL, SEA, CHI, WAS, LAS, and KOA."

Chinese, Japanese, and Filipino people in the US. Attached as **Exhibit 4** are true and correct copies of the ads (includes examples of how the banner ad appeared on several websites).

- 24. <u>Targeted Digital Advertising</u>: KM deployed several digital tactics to reach travelers that delivered a total of 23,767,539 gross impressions. Targeted Internet banner ads and text ads appeared as follows:
 - a. *Third-Party Targeting*: Targeted people that identified themselves as users who booked flight tickets to Japan; airline flyers; travelers; international air travelers; or business professionals.
 - b. *Re-Targeting*: Targeted people who previously visited the case website.
- 25. <u>Television</u>: Television ads were targeted to the following Japanese stations: KIKU, Nippon Golden Network, and Tokyo TV. The television buy delivered 180 30-second spots over a four-week time period. KM selected these stations because they have the highest Japanese viewership in the United States.
- 26. <u>Keyword Search Advertising</u>: Keyword search ads were used to help search engine users locate the case website. This feature helped those specifically looking for the information about the case and those looking for topics related to the case. Sponsored links appeared when searchers entered certain terms, such as Transpacific Settlement and Transpacific lawsuit.

Paid Media Delivery

27. For the purpose of evaluating the strength and efficiency of the media, the national consumer magazines and Internet were measured against the target audience to establish the estimated $reach^6$ of the media program and the estimated $frequency^7$ of exposure to the media

⁶ Reach is the estimated number of different people exposed to a specific vehicle or combination of vehicles. It can be expressed as a whole number or percentage of the total population.

⁷ Frequency is the estimated average number of opportunities an audience member has to see the notice.

vehicles. An estimated 70.7% of US Foreign Travelers were reached with an average estimated frequency of 2.2 times. GfK MRI does not measure targeted digital advertising, local newspapers, ethnic digital advertising, ethnic newspapers, or Japanese television. Therefore, their contribution to the overall reach of the media is not calculated.

28. The reach of the target audience and the number of exposure opportunities is the best notice practicable under the circumstances, and the Notice Program is consistent with the standards employed by KM in notification programs designed to reach identified and unidentified members of settlements.

EARNED MEDIA

29. On July 8, 2019, an earned media program was implemented to provide additional notice to Class Members. A nationwide press release was distributed on PR Newswire's US1 news circuit reaching 5,400 traditional media outlets (television, radio, newspapers, magazines) and relevant trade publications and 4,000 national websites. The release highlighted the toll-free telephone number and case website address, so that Class Members can obtain complete information. A copy of the press release is attached as **Exhibit** 5. The press release generated 151 exact matches with a total potential audience of 107,188,134. A copy of the media pickups by type is attached as **Exhibit** 6.

ONLINE MEDIA

30. The website, www.AirlineSettlement.com, was updated to enable potential Class Members to get information on the Settlement. By accessing the website, Class Members were able to file a claim and obtain additional information and documents about the Settlement, including: the Long Form Notice, Court documents, frequently asked questions, and other information. Class Members were able to download Notice materials in English, Japanese, and traditional Chinese. As of October 2, 2019, there have been 1,146,217 unique visits to the website.

OTHER

- 31. The toll-free phone number was updated allowing Class Members to call to get information on the Settlement. By calling the toll-free phone number, Class Members were able to request that a Notice be mailed to them, hear a list of frequently asked questions, and were given the option to leave a message and have someone return their call. The toll-free number prompted the caller to choose English, Japanese, or traditional Chinese. As of October 2, 2019, there have been 10,641 calls to the toll-free number.
- 32. A post office box was established allowing Class Members to contact Class Counsel by mail with any specific requests or questions.

THE FORM AND CONTENT OF THE NOTICES

- 33. The Notices effectively communicated information about the Settlements. Rule 23(c)(2) requires class action notices to be written in "plain, easily understood language." KM applies the plain language requirement in drafting notices in federal and state class actions.
- 34. The Publication Notice, Postcard Notice, and Email Notice were designed to capture the Class Member's attention with clear, concise, plain language. The Notices directed readers to the case website or toll-free number for more information. The plain language text provided important information regarding the subject of the litigation, the Class definition, and the legal rights available to Class Members. No important or required information was missing or omitted. In fact, the Notices stated all required information without omitting significant facts that Class Members need to understand their rights.
- 35. The Long Form Notice was available at the website or by calling the toll-free number. The Long Form Notice provided substantial information, including all specific instructions Class Members need to follow to properly exercise their rights, and background on the issues in the case. It was designed to encourage readership and understanding, in a well-organized and reader-friendly format. The Long Form Notice was available in English, Japanese, and traditional Chinese.

CONCLUSION

36. It is my opinion that the Notice Program, as implemented, provided the best notice practicable under the circumstances. It is consistent with the standards employed by KM in notification programs designed to reach class members. The Notice Program, as designed, is fully compliant with Rule 23 of the Federal Rules of Civil Procedure and satisfies due process requirements.

I declare under penalty of perjury that the foregoing is true and correct. Executed in Souderton, Pennsylvania this 3rd day of October 2019.

Shan Wa

Dr. Shannon R. Wheatman

EXHIBIT 1

Page Number Report

In re Transpacific Passenger Air Transportation Antitrust Litigation



August 21, 2019

Magazine	Unit Type/Size	Date Ad(s) Ran	Page # of Ad
Time	Half Page	12-Jul	60
Internet	Unit Type/Size	Date Ad(s) Ran	Actual Impressions
Conversant Facebook.com RhythmOne Verizon	160x600; 300x250; 728x90 160x600; 300x250; 728x90 160x600; 300x250; 728x90 160x600; 300x250; 728x90	7/8 to 8/11 7/8 to 8/11 7/8 to 8/11 7/8 to 8/11	379,123,022
Chinese Newspapers	Unit Type/Size	Date Ad(s) Ran	Page # of Ad
Atlanta Chinese News World Journal Boston	Various Various	12-Jul 8-Jul	B1 4A

	Unit Type/Size	Date Ad(s) Ran	Page # of Ad
Chinese Newspapers			
Atlanta Chinese News	Various	12-Jul	B1
World Journal Boston	Various	8-Jul	4A
Chicago Chinese News	Various	12-Jul	A7
Dallas Chinese News	Various	12-Jul	28
Chinese American Post	Various	12-Jul	A15
Epoch Times - Detroit	Various	12-Jul	A5
China Press - Texas Edition	Various	13-Jul	A3
Chinese Daily News (Las Vegas)	Various	8-Jul	A7
Chinese Daily News - (World Journal Los	Various	11-Jul	A4
Angeles (Th-Sa Edition))			
Florida Chinese News, The	Various	11-Jul	48
World Journal New York - Chinese Daily	Various	8-Jul	A5
China Press - Philadelphia Edition	Various	12-Jul	B2
Arizona Chinese News	Various	12-Jul	B3
Portland Chinese Times	Various	12-Jul	B7
Epoch Times - Raleigh	Various	12-Jul	A11
San Diego Chinese Tribune	Various	9-Jul	B2
World Journal - San Francisco (Weekend	Various	13-Jul	A5
Edition)			
China Press - Seattle Edition	Various	12-Jul	B8
St. Louis Chinese Journal	Various	11-Jul	10
Washington Chinese Daily News	Various	11-Jul	A5

	Unit Type/Size	Date Ad(s) Ran	Page # of Ad
Filipino Newspapers			
The Philippine Weekly	Various	12-Jul	6
Filipino Chronicle	Various	20-Jul	26
Balita (Las Vegas Edition)	Various	13-Jul	3
California Journal	Various	12-Jul	3
Filipino Reporter	Various	12-Jul	3
Balita (San Diego)	Various	13-Jul	3
Balita (San Francisco Edition)	Various	13-Jul	3
Balita (Seattle Edition)	Various	13-Jul	3
Balita (Washington D.C. Edition)	Various	13-Jul	3

	Unit Type/Size	Date Ad(s) Ran	Page # of Ad
Japanese Newspapers			
Pacific Citizen	Various	12-Jul	7
Chicago Shimpo	Various	12-Jul	17
Yuuyake Shimbun	Various	8-Jul	13
Japanese Daily Sun Hawaii	Various	8-Jul	4A
Japanese Daily Sun	Various	9-Jul	7
NY Japion	Various	12-Jul	26
Seikatsu Press	Various	13-Jul	6
Daily Sun New York	Various	12-Jul	3

	Unit Type/Size	Date Ad(s) Ran	Page # of Ad
Local Newspapers			
Honolulu Star-Advertiser	1/6th Page	10-Jul	A9
Los Angeles Times	1/6th Page	10-Jul	4A
Bay Area News Group	1/6th Page	10-Jul	A3
AM New York	1/6th Page	10-Jul	A18
Seattle Times	1/6th Page	10-Jul	A9

Targeted Internet	Unit Type/Size	Date Ad(s) Ran	Actual Impressions
Digital Media - Local Ethnic	160x600; 300x250; 728x90	7/8 to 8/11	2,108,920
Third Party Targeting	160x600; 300x250; 728x90	7/8 to 8/11	23.767.539
Re-Targeting	160x600; 300x250; 728x90	7/8 to 8/11	23,707,339
Keywords	160x600; 300x250; 728x90	7/8 to 8/11	Confirmed

	Unit Type/Size	Date Ad(s) Ran	Spots
Television			
KIKU	30s	7/8 to 8/11	
Nippon Golden Network	30s	7/8 to 8/11	180
Tokyo TV	30s	7/8 to 8/11	

Earned Media

	Status
National Press Release	Completed

EXHIBIT 2

If You Bought an Airline Ticket between the U.S. and Asia, Australia, New Zealand, or the Pacific Islands.

You Could Receive Benefits from a Settlement

A \$58 million Settlement has been reached with All Nippon Airways ("ANA") in a class action lawsuit involving the price of airline tickets. Settlements were previously reached with 12 Defendants.

What is the case about?

The lawsuit claims that ANA agreed to fix prices on tickets for transpacific air travel. As a result, ticket purchasers may have paid more than they would have in the absence of the price-fixing. ANA denies any liability, although it has pled guilty to fixing the prices of certain discounted tickets.

Am I included?

There are three classes included in this Settlement. Generally, you may be included if: (1) Japan Class - you bought a ticket for air travel from ANA or Japan Airlines between February 1, 2005 and December 31, 2007 that included a fuel surcharge; and/or (2) Satogaeri Class - you purchased a ticket from ANA or Japan Airlines between January 1, 2000 and April 1, 2006 for a Satogaeri (i.e., "homecoming") fare and the ticket included at least one flight segment originating in the U.S. to Japan; and/or (3) Settlement Class III - you bought a ticket for air travel from one of 13 airlines, including ANA or Japan Airlines; the ticket included at least one flight segment originating in the U.S. to Asia or Oceania; and your purchase was made between January 1, 2000 and December 1, 2016.

Please review the class definitions carefully at the website below. Travel agents are only included if they bought tickets for their personal use.

What does the Settlement provide?

ANA has agreed to pay \$58 million (the "Settlement Fund"). Money will be distributed pursuant to a Plan of Allocation approved by the Court. At this time, it is unknown how much each eligible member of the Classes will receive. However, based on the claims that have already been filed, it is estimated that the average payment of prior settlements, which had classes similar to Settlement Class III, could be in the range of \$5 per eligible ticket claimed. Because there is no prior claims history for the Satogaeri and Japan Classes, a per ticket estimate is not possible for those classes. Claims from the earlier round of settlements have not yet been audited. As a result, the number of claimed tickets that are determined to be eligible may be reduced, and the corresponding amount of compensation to be allocated among the remaining eligible claims may increase.

How can I get benefits?

You must submit a Claim Form online at www.AirlineSettlement. com or by mail. The earliest deadline to submit a Claim Form is February 15, 2020.

What are my rights?

If you do nothing, you will be bound by the Court's decisions and will get no money. As described above, if you want to get money from the Settlement, you must file a claim. If you want to keep your right to sue ANA and get no money from the Settlement, you must exclude yourself from the classes by September 13, 2019. If you stay in the classes, you may object to the Settlement by September 13, 2019. The detailed notice describes how to exclude yourself or object and is available on www.AirlineSettlement.com.

The Court will hold a hearing on October 18, 2019 to consider whether to approve the Settlement and a request for attorneys' fees up to one-third of the Settlement Fund, plus reimbursement of costs and expenses. You or your own lawyer may appear at the hearing at your own expense, but you do not have to attend.

For more information & a detailed notice: 1-800-439-1781 www.AirlineSettlement.com

TimeOff Food

Don't take these diets personally

By Jamie Ducharme

IMAGINE A TEST THAT COULD TELL you exactly which foods you, and you alone, should eat to stay healthy and maintain your ideal body weight. It could guide you through the breakfast buffet-eggs or toast?-and spare you precious months on the latest trendy crash diet; your doctor could even include it in your medical records to improve treatments. This one test could, in theory, save you years of calorie counting, trial and error, and frustration.

The allure of this kind of personalized diet is clear, and companies are already cashing in on direct-to-consumer tests that claim to offer customized diet advice based on genes, biomarkers and more. There's Habit, which says it can identify your optimal foods using life-

style information and labverified cholesterol readouts; Viome, which analyzes your gut bacteria to offer food tips; an army of genetic tests, such as GX Sciences and DNAfit, that offer everything from customized meal plans to information about gastrointestinal sensitivities; and many more. The problem? Experts say science hasn't quite caught up to interest in personalized diets-and it might never fully live up to the prom-

ises made by companies capitalizing on the appeal of bespoke nutrition.

"It's very difficult to get to the truly personalized diet," says Jack Vanden Heuvel, a professor of molecular toxicology who researches nutrition at Penn State University. "You may be able to tweak a diet to enhance health ... but I

certainly don't see a magic bullet."

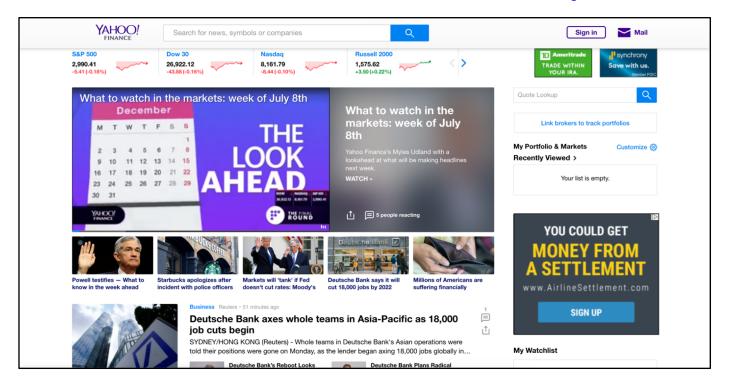
Still, it's not hard to see why researchers and private companies are trying. For decades, Americans have relied on federal dietary guidelines that recommend, more or less, the same thing to everybody, though they do vary somewhat depending on age and gender. While many of these standards are universally sound—eating plenty of fruits and vegetables each day, for

'Wouldn't that be helpful, if we just had this cool, simple genetic test? But it failed.'

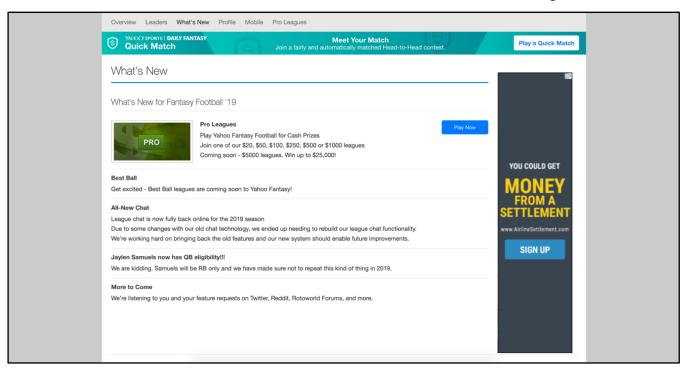
CHRISTOPHER GARDNER, Stanford nutrition researcher

EXHIBIT 3

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Case 3:07-cv-05634-CRB Document 1308-3 Filed 10/04/19 Page 20 of 56



Case 3:07-cv-05634-CRB Document 1308-3 Filed 10/04/19 Page 21 of 56

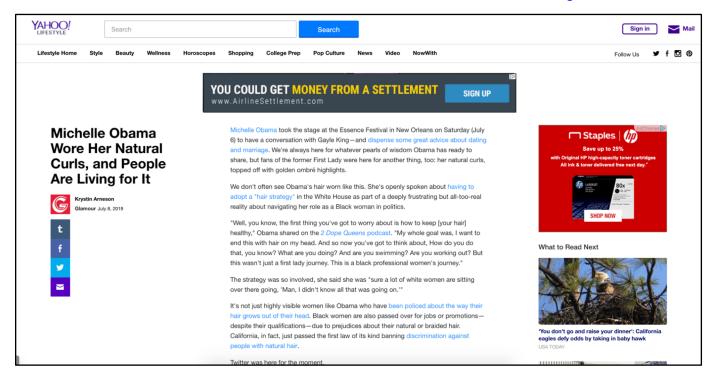


EXHIBIT 4







分類網 電子報 活動 訂閱

生活▼ 周刊 美國 地方▼ 國際 中國▼ 台灣 專題▼ 影藝▼ 地產 論壇 要聞

退休住這裡最省

心動嗎?退休住這5城市每月開支不到1500元

還有得談

美中貿易談判前路遙遙 川普又提加關稅

即時 NOW

超人氣

- 百萬元受賄手表法拍! 安徽「耳光局長」曾打 掉下屬牙齒
- 11:44 房地產壞兆頭!美國6月 建築訂單指數降至榮枯 線以下
- 11:30 回不去的祖國/浪子華哥 詐騙一哥 浮沉江湖 回頭 己晚
- 11:28 川普掰聖經 四人幫變成 天啟四騎十
- 11:15 嫌飯菜上太慢 華男掀桌 **研傷餐廳員**T



您可在 和解中 獲得賠償金 www.AirlineSettlement.com

登記

國公民,綠卡或是無證移民。如有問題 請致電我們。所有來電絕對保密。



PHILSTAR HOME | THE PHILIPPINE STAR | PILIPINO STAR NGAYON | THE FREEMAN | PANG-MASA | BANAT | INTERAKSYON CASE 3:07-cv-05634-CRB | Document 1308-3 | Filed 10/04/19 | Page 24 of 56





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NEW ON NETFLIX

ALLURE

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SUNDAY LIFESTYLE

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LIFESTYLE BUSINESS

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SUPREME

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YOU COULD GET MONEY FROM A SETTLEMENT

www.AirlineSettlement.com

SIGN UP

Recommended



by テッシさん

航空フォトアクセスランキング(過去12時間)

航空フォトの過去12時間のアクセス数ランキングです。









by HISAHIZA

by チャレンジャーさん

アクセスランキング: 3時間 | 6時間 | 12時間 | 24時間 | 1週間 | 1ヶ月間

FlyTeam ニュース(航空ニュース)♪

FlyTeam ニュースでは、航空会社・空港・航空機に関するニュースをほぼ毎日お届けしています。

新着ニュース 昨日(7月17日) おととい(7月16日) 3時間ランキング 24時間ランキング

2019/07/18 エア・インディア、コルカタ/ドバイ線に就航 A321で週4便

2019/07/17 ANAセールス、「SORATABI LIFE」第1弾はハワイツアー

2019/07/17 UAM、 元ブリュッセル航空の A330を取得解体・バーツ取りに



EXHIBIT 5

Settlement Affects Purchasers of Airline Tickets between the U.S. and Asia, Australia, New Zealand, or the Pacific Islands

NEWS PROVIDED BY

Cotchett, Pitre & McCarthy, LLP and Hausfeld, LLP →

Jul 08, 2019, 09:10 ET

SAN FRANCISCO, July 8, 2019 /PRNewswire/ -- The following is being released by the law firms of Cotchett, Pitre & McCarthy, LLP and Hausfeld, LLP.

A \$58 million Settlement has been reached with All Nippon Airways ("ANA") in a class action lawsuit involving the price of airline tickets. Settlements were previously reached with 12 Defendants. The lawsuit claims that ANA agreed to fix prices on tickets for transpacific air travel. As a result, ticket purchasers may have paid more than they would have in the absence of the price-fixing. ANA denies any liability, although it has pled guilty to fixing the prices of certain discounted tickets.

There are three classes included in this Settlement. Generally, purchasers may be included if: (1) <u>Japan Class</u> - they bought a ticket for air travel from ANA or Japan Airlines between February 1, 2005 and December 31, 2007 that included a fuel surcharge; and/or (2) <u>Satogaeri Class</u> - they purchased a ticket from ANA or Japan Airlines between January 1, 2000 and April 1, 2006 for a Satogaeri (*i.e.*, "homecoming") fare and the ticket included at least one flight segment originating in the U.S. to Japan; and/or (3) <u>Settlement Class III</u> - they bought a ticket for air travel from one of 13 airlines, including ANA or Japan Airlines; the ticket included at least one flight segment originating in the U.S. to Asia or Oceania; and their purchase was made between January 1, 2000 and December 1, 2016.

The full class definitions are available at www.AirlineSettlement.com. Travel agents are only included if they bought tickets for their personal use.

ANA has Safeed 93-64-05984-Fillion (PASUSERVIETA PATEUTIEM) 1496-4649 will be cast about pursuant to a Plan of Allocation approved by the Court. At this time, it is unknown how much each eligible member of the Classes will receive. However, based on the claims that have already been filed, it is estimated that the average payment of prior settlements, which had classes similar to Settlement Class III, could be in the range of \$5 per eligible ticket claimed. Because there is no prior claims history for the Satogaeri and Japan Classes, a per ticket estimate is not possible for those classes. Claims from the earlier round of settlements have not yet been audited. As a result, the number of claimed tickets that are determined to be eligible may be reduced, and the corresponding amount of compensation to be allocated among the remaining eligible claims may increase.

Class Members must submit a Claim Form online at www.AirlineSettlement.com or by mail. The earliest deadline to submit a Claim Form is February 15, 2020, but Class Members will have until 120 days after the Settlement becomes final and effective to file a claim.

If Class Members do nothing, they will be bound by the Court's decisions and will get no money. As described above, if Class Members want to get money from the Settlement, they must file a claim. If Class Members want to keep their right to sue ANA and get no money from the Settlement, they must exclude themselves from the classes by September 13, 2019. If Class Members stay in the classes, they may object to the Settlement by September 13, 2019. The detailed notice describes how Class Members can exclude themselves or object and is available on www.AirlineSettlement.com.

The Court will hold a hearing on October 18, 2019 to consider whether to approve the Settlement and a request for attorneys' fees up to one-third of the Settlement Fund, plus reimbursement of costs and expenses. Class Members or their own lawyer may appear at the hearing at their own expense, but they do not have to attend.

For more information & a detailed notice, please call 1-800-439-1781 or visit www.AirlineSettlement.com.

SOURCE Cotchett, Pitre & McCarthy, LLP and Hausfeld, LLP

EXHIBIT 6

Exact Match

Pickup

Overview

Exact Match

TOTAL PICKUP 151

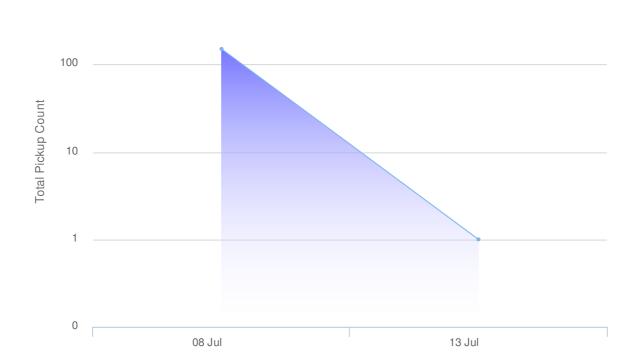
151 postings

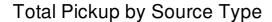
TOTAL POTENTIAL AUDIENCE 107M

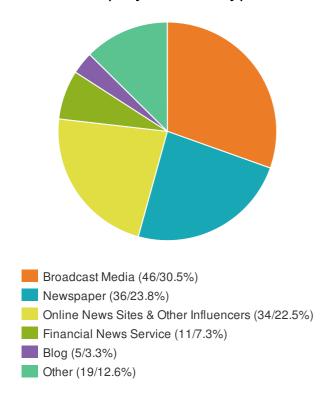
107M visitors

Total Pickup Over Time

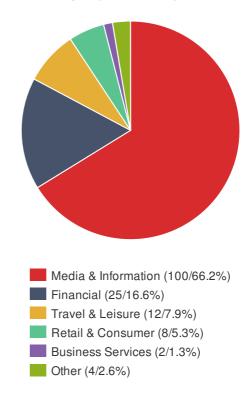
Total pickup since your content was distributed







Total Pickup by Industry



Exact Match Pickup

Exact matches are full text postings of your content which we have found in the online and social media that we monitor. Understand how it is calculated. Your release has generated **151** exact matches with a total potential audience of **107,188,134**.

Logo	Outlet Name	Location	Source Type	Industry	Potential Audience
Seeking Alpha ^{CL}	Seeking Alpha Online ☐ View Release	United States	Financial News Service	Financial	23,955,702 visitors/month
Market Watch	MarketWatch Online ☐ View Release	United States	Financial News Service	Financial	16,341,607 visitors/month
M\r\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	Morningstar Online ☐ View Release	Global	Financial Data, Research & Analytics	Financial	9,442,294 visitors/month
TheStreet	TheStreet.com Online ☐ View Release	United States	Trade Publications	Financial	9,377,816 visitors/month
PR Newswire a cision company	PR Newswire Online ☐ View Release	United States	PR Newswire	Media & Information	9,372,666 visitors/month

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finanzen net	finanzen.net Online ☐ View Release	Germany	Financial News Service	Financial	6,189,084 visitors/month
TULSAWORLD	Tulsa World [Tulsa, OK] Online ☐ View Release	United States	Newspaper	Media & Information	3,846,247 visitors/month
	ADVFN UK Online ☐ View Release	United Kingdom	Financial News Service	Financial	3,184,205 visitors/month
NAWS WHEN	WFMZ-TV IND-69 [Allentown, PA] Online □ View Release	United States	Broadcast Media	Media & Information	2,098,364 visitors/month
	KOTV-TV CBS-6 [Tulsa, OK] Online ☐ View Release	United States	Broadcast Media	Media & Information	2,056,942 visitors/month
	Spoke Online ☐ View Release	United States	News & Information Service	Business Services	1,894,937 visitors/month
	Yahoo! Finance Online ☐ View Release	Global	Online News Sites & Other Influencers	Media & Information	1,834,222 visitors/month
	Daily Herald [Chicago, IL] Online ☐ View Release	United States	Newspaper	Media & Information	1,555,913 visitors/month
	Buffalo News [Buffalo, NY] Online ☐ View Release	United States	Newspaper	Media & Information	1,537,817 visitors/month
	Benzinga Online ☐ View Release	United States	Online News Sites & Other Influencers	Financial	1,537,078 visitors/month
	ADVFN Germany Online ☐ View Release	Germany	Financial News Service	Financial	1,136,694 visitors/month
	WBBH-TV NBC-2 [Fort Myers, FL] Online □ View Release	United States	Broadcast Media	Media & Information	870,274 visitors/month
	KWTV-TV CBS-9 [Oklahoma City, OK] Online → View Release	United States	Broadcast Media	Media & Information	854,368 visitors/month
	KAKE-TV ABC [Wichita, KS] Online ☐ View Release	United States	Broadcast Media	Media & Information	848,576 visitors/month
	Finanzen.at Online ☐ View Release	Germany	Online News Sites & Other Influencers	Financial	725,861 visitors/month

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VB Profiles Online ☐ View Release	United States	News & Information Service	Business Services	610,488 visitors/month
Minyanville Online ☐ View Release	United States	Online News Sites & Other Influencers	Financial	455,400 visitors/month
WBOC-TV CBS-16 [Salisbury, MD] Online ☐ View Release	United States	Broadcast Media	Media & Information	433,550 visitors/month
One News Page Global Edition Online View Release	Global	Online News Sites & Other Influencers	Media & Information	433,131 visitors/month
WRCB-TV NBC-3 [Chattanooga, TN] Online ☐ View Release	United States	Broadcast Media	Media & Information	430,946 visitors/month
WVIR-TV NBC-29 [Charlottesville, VA] Online ☐ View Release	United States	Broadcast Media	Media & Information	316,720 visitors/month
KITV-TV ABC [Honolulu, HI] Online ☐ View Release	United States	Broadcast Media	Media & Information	315,842 visitors/month
Business Insider: Markets Insider Online View Release	United States	Online News Sites & Other Influencers	Financial	271,130 visitors/month
NewsBlaze US Online → View Release	United States	Online News Sites & Other Influencers	Media & Information	189,533 visitors/month
WZVN-TV ABC-7 [Fort Myers, FL] Online ☐ View Release	United States	Broadcast Media	Media & Information	183,723 visitors/month
myMotherLode.com [Sonora, CA] Online □ View Release	United States	Newspaper	Media & Information	181,414 visitors/month
KTVN-TV CBS-2 [Reno, NV] Online ☐ View Release	United States	Broadcast Media	Media & Information	157,502 visitors/month
WFMJ-TV NBC-21 [Youngstown, OH] Online	United States	Broadcast Media	Media & Information	157,337 visitors/month
WRAL-TV CBS-5 [Raleigh, NC] Online ☐ View Release	United States	Broadcast Media	Media & Information	156,085 visitors/month
Townhall Finance Online ☐ View Release	United States	Financial News Service	Media & Information	156,085 visitors/month

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Tamar Securities	United	Online News Sites &	Financial	156,085
Online ♀ View Release	States	Other Influencers		visitors/month
FinancialContent - PR Newswire Online 🖵 View Release	United States	Financial News Service	Media & Information	156,085 visitors/month
IBTimes	United	Newspaper	Media &	156,085
Online ₩ View Release	States		Information	visitors/month
Rockford Register Star [Rockford, IL] Online View Release	United States	Newspaper	Media & Information	156,085 visitors/month
Great American Financial Resources	United	News & Information	Financial	156,085
Online ☐ View Release	States	Service		visitors/month
Franklin Credit Management	United	Online News Sites &	Financial	156,085
Online 🖵 View Release	States	Other Influencers		visitors/month
Value Investing News Online ☐ View Release	United States	Financial News Service	Financial	156,085 visitors/month
Dow Theory Letters	United	Banking & Financial	Financial	156,085
Online ☐ View Release	States	Institutions		visitors/month
Daily Penny Alerts	United	Online News Sites &	Financial	156,085
Online ⋤ View Release	States	Other Influencers		visitors/month
KVOR 740-AM [Colorado Springs, CO]	United	Broadcast Media	Media &	156,085
Online ☐ View Release	States		Information	visitors/month
KARN 102.9-FM [Little Rock, AR]	United	Broadcast Media	Media &	156,085
Online ☐ View Release	States		Information	visitors/month
Benefit Plans Administrative Services	United	Online News Sites &	Financial	156,085
Online ☐ View Release	States	Other Influencers		visitors/month
Ascensus	United	Online News Sites &	Financial	156,085
Online 🖵 View Release	States	Other Influencers		visitors/month
1st Discount Brokerage Online ☐ View Release	United States	Financial News Service	Financial	156,085 visitors/month

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	BC-3 [Carterville, IL] View Release	United States	Broadcast Media	Media & Information	151,713 visitors/month
	ABC-6 [Providence, RI] View Release	United States	Broadcast Media	Media & Information	151,699 visitors/month
	aal [Tupelo, MS] View Release	United States	Newspaper	Media & Information	150,670 visitors/month
	ABC-8 [Lincoln, NE] View Release	United States	Broadcast Media	Media & Information	150,562 visitors/month
[Erie, PA]	NBC-12 / WSEE-TV CBS-35 View Release	United States	Broadcast Media	Media & Information	146,051 visitors/month
	icle Journal [Thunder Bay, ON] View Release	Canada	Newspaper	Media & Information	132,751 visitors/month
Ticker Tecl Online 🖵	nnologies View Release	United States	Financial News Service	Financial	95,258 visitors/month
	ashville, TN] View Release	United States	Broadcast Media	Media & Information	75,301 visitors/month
	d [Troy, NY] View Release	United States	Newspaper	Media & Information	64,233 visitors/month
	[Horseheads, NY] View Release	United States	Broadcast Media	Media & Information	58,862 visitors/month
Guam]	NBC-8 / CBS-11 [Hagatna, View Release	United States	Broadcast Media	Media & Information	56,423 visitors/month
My Silly Lit Online □	tle Gang View Release	United States	Blog-Parental Influencers	Retail & Consumer	52,674 visitors/month
	OX-40 [Binghamton, NY] View Release	United States	Broadcast Media	Media & Information	45,701 visitors/month
	Telemundo-2 [Albuquerque, NM] View Release	United States	Broadcast Media	Media & Information	39,087 visitors/month
	s Leader [West Point, MS] View Release	United States	Newspaper	Media & Information	36,386 visitors/month

The Pilot News [Plymouth, IN] Online ☐ View Release	United States	Newspaper	Media & Information	34,197 visitors/month
Starkville Daily News [Starkville, MS] Online View Release	United States	Newspaper	Media & Information	32,336 visitors/month
Suncoast News Network [Sarasota, FL] Online View Release	United States	Broadcast Media	Media & Information	26,660 visitors/month
Hotelier Indonesia Magazine Online ☐ View Release	Indonesia	Trade Publications	Travel & Leisure	21,394 visitors/month
The Saline Courier [Benton, AR] Online ☐ View Release	United States	Newspaper	Media & Information	15,041 visitors/month
Decatur Daily Democrat [Decatur, IN] Online ☐ View Release	United States	Newspaper	Media & Information	13,983 visitors/month
The Observer News Enterprise [Newton, NC] Online □ View Release	United States	Newspaper	Media & Information	13,763 visitors/month
Axcess News Online 🖵 View Release	United States	Online News Sites & Other Influencers	Media & Information	13,491 visitors/month
The Punxsutawney Spirit [Punxsutawney, PA] Online View Release	United States	Newspaper	Media & Information	13,490 visitors/month
Mammoth Times [Mammoth Lakes, CA] Online ☐ View Release	United States	Newspaper	Media & Information	13,060 visitors/month
Inyo Register [Bishop, CA] Online □ View Release	United States	Newspaper	Media & Information	12,530 visitors/month
KFAQ-AM 1170 [Tulsa, OK] Online ☐ View Release	United States	Broadcast Media	Media & Information	12,484 visitors/month
Malvern Daily Record [Malvern, AR] Online ☐ View Release	United States	Newspaper	Media & Information	12,331 visitors/month
Support for Stepdads Online View Release	United States	Blog-Parental Influencers	Retail & Consumer	12,214 visitors/month

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Borger News Herald [Borger, TX] Online ☐ View Release	United States	Newspaper	Media & Information	12,090 visitors/month
Ridgway Record [Ridgway, PA]	United	Newspaper	Media &	11,964
Online 🖵 View Release	States		Information	visitors/month
Bay Area Business Travel Association Online 🖵 View Release	United States	Industry Association Sites	Travel & Leisure	10,764 visitors/month
ProfitQuotes Online ☐ View Release	United States	Financial News Service	Financial	10,356 visitors/month
100.7-FM The Score [Lubbock, TX]	United	Broadcast Media	Media &	10,156
Online ☐ View Release	States		Information	visitors/month
KTTU-FM 97.3 Double T [Lubbock, TX]	United	Broadcast Media	Media &	9,802
Online ☐ View Release	States		Information	visitors/month
The Evening Leader [St. Marys, OH]	United	Newspaper	Media &	9,060
Online ☐ View Release	States		Information	visitors/month
Millennium Magazine Online 교 View Release	United States	Magazine	Entertainment	8,554 visitors/month
Poteau Daily News [Poteau, OK]	United	Newspaper	Media &	8,430
Online ⋥ View Release	States		Information	visitors/month
Wine Diva Lifestyle	United	Blog - Spirits, Cocktails,	Retail &	8,195
Online ☐ View Release	States	Beer & Wine	Consumer	visitors/month
Ask.com	United	Online News Sites &	Media &	8,120
Online ☐ View Release	States	Other Influencers	Information	visitors/month
KQCW-TV CW-12/19 [Tulsa, OK]	United	Broadcast Media	Media &	7,815
Online ☐ View Release	States		Information	visitors/month
Sightseers' Delight Online ☐ View Release	United States	Blog	Travel & Leisure	7,812 visitors/month
Telemundo Lubbock [Lubbock, TX]	United	Broadcast Media	Media &	6,981
Online ☐ View Release	States		Information	visitors/month
JetSetting Fashionista Online ☐ View Release	United States	Blog	Travel & Leisure	6,806 visitors/month

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Case City of Code City De	ournone 2	10000 0 1 1100 1070 1	7 20 . ago 00	0.00
The Forward Cabin Online ☐ View Release	United States	Online News Sites & Other Influencers	Travel & Leisure	6,675 visitors/month
KXTQ-FM 106.5 Magic [Lubbock, TX]	United	Broadcast Media	Media &	6,565
Online ☐ View Release	States		Information	visitors/month
Raine Magazine	United	Online News Sites &	Retail &	6,512
Online ↓ View Release	States	Other Influencers	Consumer	visitors/month
Latin Business Today	United	Online News Sites &	Multicultural &	6,493
Online ☐ View Release	States	Other Influencers	Demographic	visitors/month
KJTV-TV FOX-34 [Lubbock, TX]	United	Broadcast Media	Media &	6,310
Online ☐ View Release	States		Information	visitors/month
Cori s Cozy Corner	United	Blog-Parental Influencers	Retail &	6,242
Online ☐ View Release	States		Consumer	visitors/month
WBOC-TV FOX-21 [Salisbury, MD]	United	Broadcast Media	Media &	6,182
Online ☐ View Release	States		Information	visitors/month
KLCW-TV Lubbock CW [Lubbock, TX] Online □ View Release	United States	Broadcast Media	Media & Information	5,892 visitors/month
Sweetwater Reporter [Sweetwater, TX] Online □ View Release	United States	Newspaper	Media & Information	5,097 visitors/month
KVOO-FM 98.5 [Tulsa, OK]	United	Broadcast Media	Media &	4,388
Online 교 View Release	States		Information	visitors/month
Warren and Hunterdon Counties CityRoom [Warren County, NJ] Online ☐ View Release	United States	Online News Sites & Other Influencers	Media & Information	3,768 visitors/month
San Francisco CityRoom [San Francisco, CA] Online ☐ View Release	United States	Online News Sites & Other Influencers	Media & Information	3,768 visitors/month
El Paso CityRoom [El Paso, TX]	United	Online News Sites &	Media &	3,768
Online ☐ View Release	States	Other Influencers	Information	visitors/month
Valley City Times-Record [Valley City, ND] Online ☐ View Release	United States	Newspaper	Media & Information	3,320 visitors/month
The Morning News [Blackfoot, ID] Online ☐ View Release	United States	Newspaper	Media & Information	2,703 visitors/month

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WBCB-TV CW-21 (Youngstown, OH) Online ☐ View Release	United States	Broadcast Media	Media & Information	2,652 visitors/month
KLZK-FM 107.7 YES FM [Lubbock, TX]	United	Broadcast Media	Media &	2,476
Online ☐ View Release	States		Information	visitors/month
The Antlers American [Antlers, OK] Online ☐ View Release	United States	Newspaper	Media & Information	2,353 visitors/month
Fat Pitch Financials	United	Online News Sites &	Financial	2,251
Online ☐ View Release	States	Other Influencers		visitors/month
The Kane Republican [Kane, PA] Online □ View Release	United States	Newspaper	Media & Information	2,177 visitors/month
KMYL-TV MyLubbock-TV [Lubbock, TX]	United	Broadcast Media	Media &	1,781
Online ☐ View Release	States		Information	visitors/month
Oldies 97.7 FM [Lubbock, TX]	United	Broadcast Media	Media &	1,716
Online ☐ View Release	States		Information	visitors/month
KLBB-FM 93.7 The Eagle [Lubbock, TX]	United	Broadcast Media	Media &	1,680
Online ☐ View Release	States		Information	visitors/month
Minster Community Post [Minster, OH] Online ☐ View Release	United States	Newspaper	Media & Information	1,592 visitors/month
Wapakoneta Daily News [Wapakoneta, OH] Online ☐ View Release	United States	Newspaper	Media & Information	1,097 visitors/month
Manhattanweek	United	Online News Sites &	Media &	931
Online ☐ View Release	States	Other Influencers	Information	visitors/month
The Deer Park Tribune [Deer Park, WA]	United	Newspaper	Media &	895
Online ☐ View Release	States		Information	visitors/month
Skal International USA [SIUSA]	United	Industry Association	Travel & Leisure	631
Online ☐ View Release	States	Sites		visitors/month
The Post and Mail [Columbia City, IN] Online ☐ View Release	United States	Newspaper	Media & Information	626 visitors/month
Pronto Hotel Marketing	United	Online News Sites &	Travel & Leisure	611
Online ☐ View Release	States	Other Influencers		visitors/month

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Willard Post Online ☐ View Release	Global	Blog	Multicultural & Demographic	469 visitors/month
Oklahoman [Oklahoma City, OK] Online 🖵 View Release	United States	Newspaper	Media & Information	227 visitors/month
Pittsburgh Post-Gazette [Pittsburgh, PA] Online □ View Release	United States	Newspaper	Media & Information	193 visitors/month
Marketplace Online ☐ View Release	United States	Broadcast Media	Media & Information	69 visitors/month
Maria Liberati Online ⋤ View Release	United States	Blog	Retail & Consumer	24 visitors/month
Love and Biscotti Online 🖵 View Release	United States	Blog	Retail & Consumer	7 visitors/month
Gaming and Leisure Online 및 View Release	United States	Trade Publications	Travel & Leisure	
Investor Network Online 🖵 View Release	United States	Online News Sites & Other Influencers	Financial	
CalTravel - California Travel Association Online ☐ View Release	United States	Industry Association Sites	Travel & Leisure	
Wine Country International Magazine Online ☐ View Release	United States	Online News Sites & Other Influencers	Retail & Consumer	
Invertir USA Online ☐ View Release	United States	Online News Sites & Other Influencers	Media & Information	
Folsom Local News [Folsom, CA] Online 🖵 View Release	United States	Online News Sites & Other Influencers	Media & Information	
1stCounsel Online ☐ View Release	United States	Online News Sites & Other Influencers	Policy & Public Interest	
One News Page Unites States Edition Online ☐ View Release	United States	Online News Sites & Other Influencers	Media & Information	
96.9-FM The Bull [Lubbock, TX] Online ☐ View Release	United States	Broadcast Media	Media & Information	

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KHTT-FM 106.9 [Tulsa, OK]	United	Broadcast Media	Media &
Online □ View Release	States		Information
KJUN-TV / KFOL-TV HTV10 [Houma, LA]	United	Broadcast Media	Media &
Online 및 View Release	States		Information
Gateway News Source	United	Online News Sites & Other Influencers	Media &
Online ☐ View Release	States		Information
DatelineCarolina	United	Online News Sites & Other Influencers	Media &
Online ☐ View Release	States		Information
KXBL-FM 99.5 [Tulsa, OK]	United	Broadcast Media	Media &
Online 및 View Release	States		Information
OTT Travel Online ☐ View Release	United States	Online News Sites & Other Influencers	Travel & Leisure
KBEZ-FM 92.9 [Tulsa, OK]	United	Broadcast Media	Media &
Online 및 View Release	States		Information
IBTN9 US Online ☐ View Release	Global	Online News Sites & Other Influencers	Media & Information
Travel Writers' Network	United	Industry Association	Travel & Leisure
Online ☐ View Release	States	Sites	
Silicon Valley Business Travel Association Online ✓ View Release	United States	Industry Association Sites	Travel & Leisure
Winslow, Evans & Crocker Online ☐ View Release	United States	Online News Sites & Other Influencers	Financial
The Daily Press [St. Marys, PA] Online ☐ View Release	United States	Newspaper	Media & Information
Big Spring Herald [Big Spring, TX]	United	Newspaper	Media &
Online ☐ View Release	States		Information

Traffic

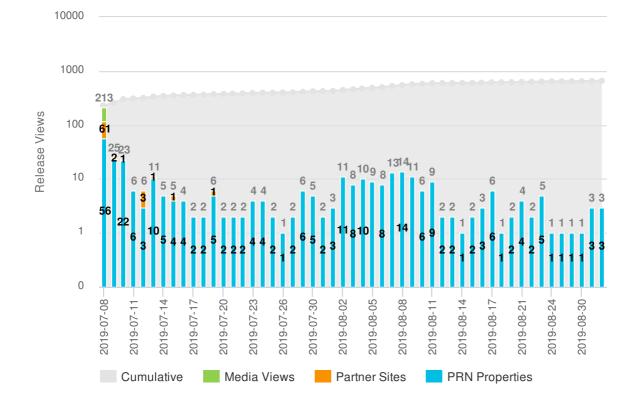
Overview

Total Release Views & Web Crawler Hits 2.6K



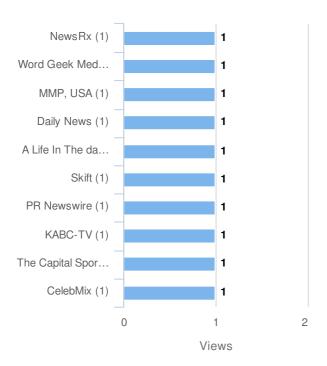
Release Views

Release Views Over Time



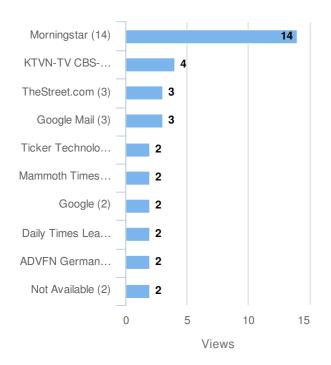
Media Views on PR Newswire for Journalists

Top 10 Outlets



Views on Partner Sites

Top 10 Sites

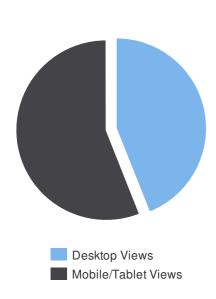


Traffic to PR Newswire Properties

Type of Views	Views
	Туре

Туре	Views	
Total Views on PR Newswire Properties	316	

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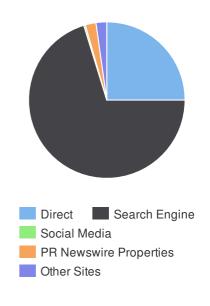


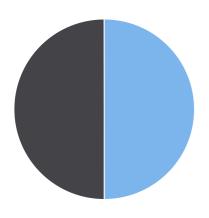
Туре	Views
Desktop Views	139
Mobile/Tablet Views	177
Total Views on PR Newswire Properties	316

External Traffic Sources

Understand how viewers found your release.

Source	Source Type	Instances
Direct	Direct	79
Google	Search Engine	221
Bing	Search Engine	1
Facebook	Social Media	1
prnewswire.com	PR Newswire Properties	7
contify.com	Other Sites	1
app.coschedule.com	Other Sites	1
owler.com	Other Sites	1
hotelresource.com	Other Sites	1
inoreader.com	Other Sites	1
wn.com	Other Sites	1
finance.yahoo.com	Other Sites	1
Total		316





Search Engine Keywords

The search terms that visitors to your release use to find it. Note that Google increasingly does not make this data available.

Google keywords not available: 219

Search Engine	Search Term	Instances
Google	www.airlinesettlement.com	1
	air asia	1
Bing	Not Available	1
Total		3

www.airlinesettlement.com
air asia

Audience

Overview

VIEWS FROM IDENTIFIED AUDIENCES

131

AP & INFLUENCER LIST RECIPIENTS949

949

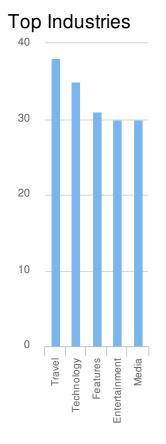
Media Views	96
Organization Views	35

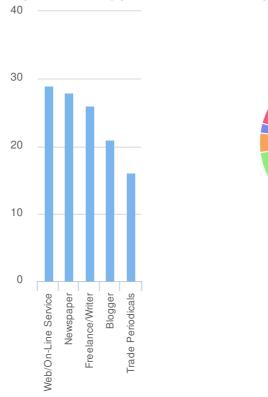
Audience Summary

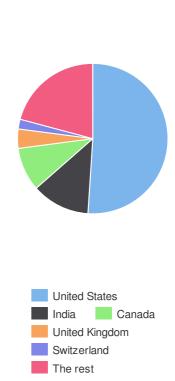
Media Demographics

A break down of the industries covered, the media types and the locations of the journalists & bloggers accessing your release on PR Newswire for Journalists.

Top Media Types





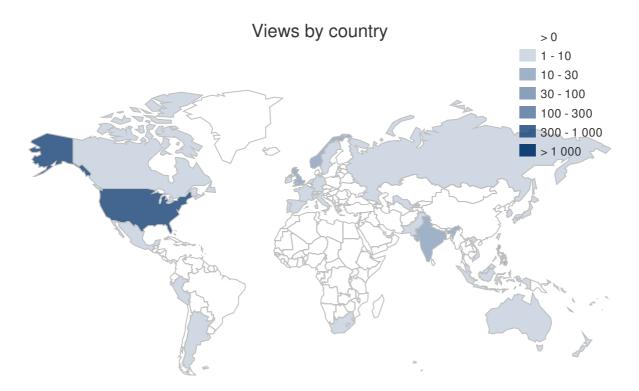


Top Countries

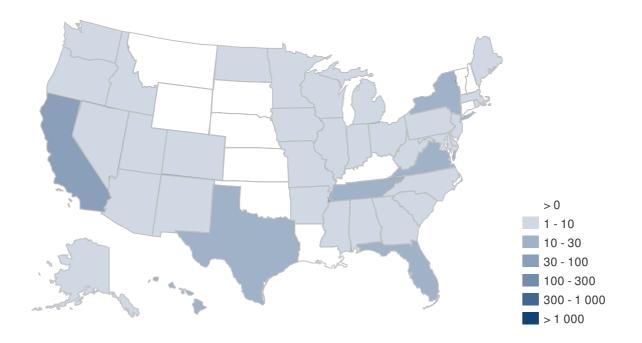
See where views of your release originated.

Select a region:

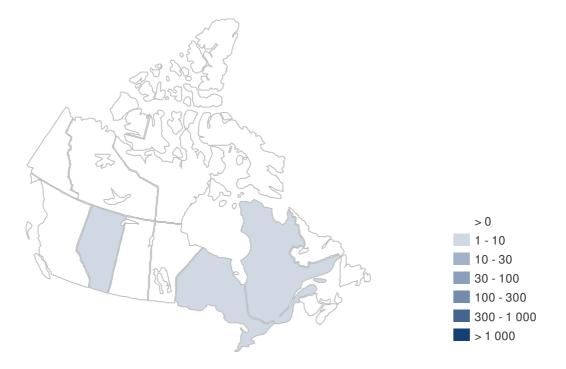
World View



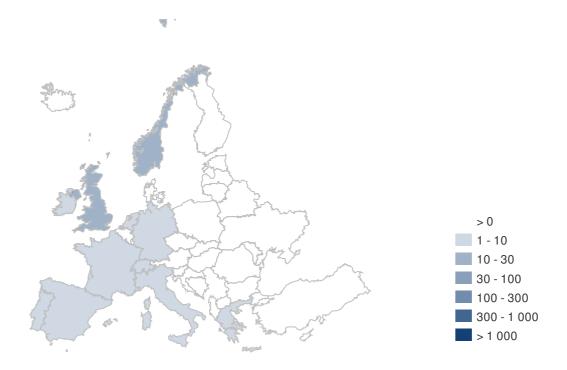
Views by state



Case 3:07-cv-05634-CRB Document 1308-3 Filed 10/04/19 Page 48 of 56 Views by province

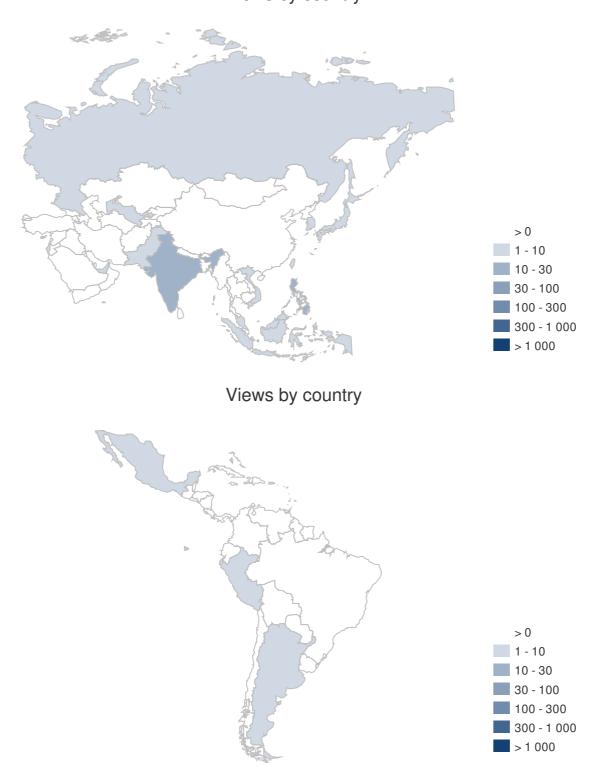


Views by country



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Views by country



Audience Details

Media Views

See the details of each media outlet from PR Newswire for Journalists that viewed your release.

Outlet	Industry	Source Type	Country	Views
Total				96

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NewsRx	Auto, Broadcast, Consumer Products, Energy, Entertainment, Environment, Features, Financial Services, General Business, Healthcare, Heavy Industry, Media, Other, Public Issues, Sports, Technology, Transportation, Travel	Web/On-Line Service	United States	1
Word Geek Media	Auto, Broadcast, Consumer Products, Energy, Entertainment, Environment, Features, Financial Services, General Business, Healthcare, Heavy Industry, Media, Other, Public Issues, Sports, Technology, Transportation, Travel	Freelance/Writer	United States	1
MMP, USA	Auto, Broadcast, Consumer Products, Energy, Entertainment, Environment, Features, Financial Services, General Business, Healthcare, Heavy Industry, Media, Other, Public Issues, Sports, Technology, Transportation, Travel	Television	United States	1
Daily News	Other	Other	South Africa	1
A Life In The day Of	Travel	Blogger	Canada	1
Skift	Transportation	Web/On-Line Service	United States	1
PR Newswire	R Newswire Auto, Broadcast, Consumer Products, Energy, Entertainment, Environment, Features, Financial Services, General Business, Healthcare, Heavy Industry, Media, Other, Public Issues, Sports, Technology, Transportation, Travel Blogger, Consumer Periodical Freelance/Writer, Newspape Other, Radio, Television, Tra Periodicals, Web/On-Line Service, Wire Service			
KABC-TV	C-TV Consumer Products, Entertainment, Features, Media, Sports, Technology, Travel		United States	1
The Capital Sports Report	Auto, Sports	Newspaper	United States	1
CelebMix	Entertainment	Freelance/Writer	United Kingdom	1
All She Cooks	Consumer Products, Entertainment, Features, Other, Sports, Travel	Blogger	United States	1
Airport Rivals	Media, Transportation, Travel	Web/On-Line Service	United States	1
Enjoy Unlimited Holidays	Travel	Blogger	India	1
Way2Online	Transportation	Freelance/Writer	India	1
Polish N Glitter	Consumer Products, Healthcare	Blogger	India	1
Signal-x (WIR)	Technology	Web/On-Line Service	India	1
Nicole Revels - Journalist	Public Issues	Freelance/Writer	United States	1
Healtheventz	Broadcast, Environment, Healthcare	Blogger, Consumer Periodicals, Freelance/Writer, Newspaper, Other, Radio, Television, Trade Periodicals, Web/On-Line Service, Wire Service	India	1
Total	·			96

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The Page	General Business	Newspaper	India	1
NRIT media	Auto, Consumer Products, Entertainment, Sports, Technology, Travel	Netherlands	1	
Chingari	General Business	Newspaper	India	1
First News Live	Features	Freelance/Writer	India	1
Wingborn Ltd	Transportation	Freelance/Writer	Canada	1
Ravi	Media	Other	India	-
The Sun on Sunday	Features	Newspaper	United Kingdom	-
El Vocero	Entertainment, Financial Services, General Business, Public Issues, Travel	Newspaper	Puerto Rico	,
Cision (PR Newswire)	Auto, Broadcast, Consumer Products, Energy, Entertainment, Environment, Features, Financial Services, General Business, Healthcare, Heavy Industry, Media, Other, Public Issues, Sports, Technology, Transportation, Travel	United States	1	
My Adventure Bucket	Travel	United States	1	
Daily Tech Update	Technology	Blogger, Freelance/Writer, Newspaper	Hong Kong	
Spotlight Television	Auto, Broadcast, Consumer Products, Energy, Entertainment, Environment, Features, Financial Services, General Business, Healthcare, Heavy Industry, Media, Other, Public Issues, Sports, Technology, Transportation, Travel		United States	-
Disruptor Daily	Energy, Financial Services, General Business, Media, Technology	Freelance/Writer	United States	
Metro Solutions	Consumer Products, General Business, Other, Technology	Freelance/Writer, Newspaper, Web/On-Line Service	Vietnam	
The Points Guy	Transportation, Travel	Blogger, Freelance/Writer	United States	
PAGE BUNNII	Media, Technology, Travel	Blogger	United Kingdom	
University of Winnipeg	Transportation	Other	Canada	
The Washington Post	Consumer Products, Environment, Financial Services, General Business, Public Issues			
Delion	Environment, Financial Services, General Business, Other, Technology	Blogger, Newspaper	Canada	
Travel Industry Today	Travel	Web/On-Line Service	Canada	
The Spa Insider	Consumer Products, Travel	Freelance/Writer	United States	
Total				9(

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God4b	Auto, Broadcast, Consumer Products, Energy, Entertainment, Environment, Features, Financial Services, General Business, Healthcare, Heavy Industry, Media, Other, Public Issues, Sports, Technology, Transportation, Travel	Blogger, Freelance/Writer	United States	1
PR Newswire	Other	Wire Service	United States	1
Tiny Trailblazers	Travel	Blogger	United States	1
APAC CIO Outlook	Technology	Blogger	United States	1
Radio VM	Auto, Broadcast, Consumer Products, Energy, Entertainment, Environment, Features	Radio	Canada	1
Yahoo Canada	Broadcast, Consumer Products, Entertainment, Environment, Features, General Business, Healthcare, Heavy Industry, Media, Public Issues, Technology, Travel			
Troc Radio	Broadcast, Consumer Products, Energy, Entertainment, Environment, General Business, Healthcare, Heavy Industry, Media, Public Issues, Technology, Transportation, Travel	Canada	1	
Arutz 7	Auto, Broadcast, Consumer Products, Energy, Entertainment, Environment, Features, Financial Services, General Business, Healthcare, Heavy Industry, Media, Other, Public Issues, Sports, Technology, Transportation, Travel	Israel	1	
Basex, Accura Media Group, Frequent Business Traveler	Auto, Technology, Travel	Trade Periodicals	United States	1
tornosnews.gr	Entertainment, Transportation, Travel	Newspaper	Greece	1
Thomson Corp	Technology	Wire Service	India	1
SFist.com (Gothamist.com)	Auto, Entertainment, Media, Other, Public Issues, Technology, Transportation	Blogger	United States	1
IDG Japan	Technology	Consumer Periodicals, Web/On- Line Service, Wire Service	Japan	1
Economic Review	Auto, Energy, Features, Financial Services, Media, Public Issues, Sports	Freelance/Writer, Newspaper, Trade Periodicals	Pakistan	1
Zee News	Auto, Broadcast, Consumer Products, Financial Services	Television	India	1
Flightglobal	Other Trade Periodicals			1
Telecos	Consumer Products, Energy, Environment, Healthcare, Technology	Other	Spain	1
Randall-Reilly Publishing Co.	Transportation	Trade Periodicals	United States	1
Kingsport Times-New	Other	Newspaper	United States	1
Total				96

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Aircraft Commerce	Other	Trade Periodicals	United Kingdom	
SNL Energy	Energy	United States		
neart & soul	Entertainment, Healthcare, Travel	Consumer Periodicals, Radio, Web/On-Line Service	United States	
New York 1 News	Other	Television	United States	
Freelancer	Consumer Products, Entertainment, Features, Healthcare, Other	Newspaper, Trade Periodicals	United States	
Freelancer	Features, Travel	Freelance/Writer	United States	
WSAZ	Financial Services	Television	United States	
Walla Walla Union Bulletin	Features, Healthcare, Technology	Newspaper	United States	
Feather River Bulletin	Other	United States		
PR	Technology	Other	Malaysia	
Freelancer	Other	Trade Periodicals	United States	
Somewhere Luxurious	Entertainment, Features, Technology, Travel Blogger		United States	
nttp://gay_blog.blogspot.com/	m/ Other, Travel Web/On-Line Service		United States	
Record Gazette	Entertainment, General Business, Media, Public Issues	Newspaper	United States	
Freelancer	Entertainment, Features, Healthcare	Freelance/Writer, Newspaper	United States	
16 Valvulas	Auto, Healthcare	Web/On-Line Service	Argentina	
Real Tv Canal 41	Broadcast, Entertainment, Environment, Features, Media, Public Issues, Sports	Newspaper, Television	Peru	
**		Blogger, Freelance/Writer, Web/On-Line Service	United States	
Examiner.com	Media, Sports, Travel	Freelance/Writer	United States	
nttp://venicedispatch.info	Web/On-Line Service	United States		

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EMS Chemie AG	Auto, Consumer Products, General Business, Technology	Other	Switzerland	
Aviation Week	Transportation, Travel	Trade Periodicals, Web/On-Line Service	United States	
WXIN-FM, WPRO-AM/WEAN- FM	Media	Freelance/Writer	United States	
Deccan Herald	Features, Financial Services, General Business, Technology	Newspaper	India	
FlightGlobal	Transportation, Travel	Trade Periodicals, Web/On-Line Service	United States	
Infodocket.com	Media, Technology	Trade Periodicals, Web/On-Line Service	United States	
ABC News radio	Auto, Broadcast, Consumer Products, Entertainment, Features, General Business, Media, Technology, Transportation, Travel	Radio	United States	
Okinawa Marine	Broadcast, Environment, Features, Financial Services, Media, Public Issues, Technology, Transportation, Travel	Freelance/Writer, Newspaper, Web/On-Line Service, Wire Service	Japan	
Coelum	Other	Consumer Periodicals, Web/On- Line Service	Italy	
News Aktuell	Other	Wire Service	Switzerland	
Houston Chronicle	Features Newspaper		United States	
Flightglobal	Other, Transportation	Trade Periodicals, Web/On-Line Service, Wire Service	Singapore	
Mega Autos	Auto	Consumer Periodicals, Web/On- Line Service	Argentina	
Amrikaee	Broadcast, Consumer Products, Energy, Entertainment, Features, General Business, Media, Other, Public Issues	Blogger, Freelance/Writer, Newspaper, Web/On-Line Service	United States	
The Kyle & Jackie O Show	The Kyle & Jackie O Show Broadcast, Consumer Products, Entertainment, Features, Media, Other, Public Issues, Technology			
Gaceta UNAM	Environment, Features, Healthcare, Media, Public Issues, Sports, Travel	Newspaper, Web/On-Line Service	Mexico	
Khaleej Times	Features, Travel	Blogger, Newspaper, Radio, Web/On-Line Service	United Arab Emirates	
Formula 4 Media / Sports Broadcast, Consumer Products, Entertainment, Healthcare, Media, Sports Blogger, Consumer Periodicals, Freelance/Writer, Other, Web/On-Line Service, Wire Service				
			-	

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Organization Views
See which organizations have viewed your release

Organization	Headquarters	Country	Location	Parent Organization	Industry	,
Inn On the Park London Limited		UK	UNITED KINGDOM			
Volo.com SRL		IT	ITALY	Volocom SrI	Business Services	
Facebook Ireland Ltd	4 GRAND CANAL SQUARE , GRAND CANAL HARBOUR , D2	IE	NETHERLANDS			
Robbins Geller Rudman & Dowd LLP	655 West Broadway		UNITED STATES			
U.S. Center For Disease Control and Prevention	1600 Clifton Road	US	UNITED STATES	Centers for Disease Control and Prevention	Government	
Block & Leviton LLP	260 Franklin St		UNITED STATES			
HAUSFELD LLP	1700 K ST NW SUIT 600	US	UNITED STATES	Hausfeld LLP	Law Firms & Legal Services	
Level 10, 9 Hunter Street		AU	AUSTRALIA			
PT Parsaoran Global Datatrans		ID	INDONESIA			
JPMorgan Chase & Co.	120 Broadway	US	UNITED STATES	Chase	Financial Services	
Glancy Binkow & Goldberg	1925 Century Park E		UNITED STATES			
Neptune Holding US Corp			UNITED STATES			
Wright's Media	2407 Timberloch Place Suite B	US	UNITED STATES	Wright's Media		
Halcyon Financial Technology, L.P.	100 Bayview Circle Ste 5000	US	UNITED STATES	Halcyon Financial Technology, L.P.	Software & Internet	
University of Michigan Business and Finance Division	3014 Fleming Administration Building 503 Thompson Street	US	UNITED STATES	University of Michigan	Education	
East West Bank	135 N. Los Robles Ave.	US	UNITED STATES	East West Bank Limited	Financial Services	
LUCILE SALTER PACKARD CHILDREN'S HOSPITAL AT STANFORD	725 Welch Road	US	UNITED STATES			
TOWN OF PELHAM	34 5TH AVE	US	UNITED STATES			
LinkedIn Corporation	1000 W Maude Ave	US	UNITED STATES			
BIOLEGEND INC	8999 Biolegend Way	US	UNITED STATES	BioLegend Inc	Healthcare, Pharmaceuticals, & Biotech	
Vanderbilt University	Vanderbilt University PD Box 34	US	UNITED STATES	Vanderbilt University	Education	
Commonwealth of Massachusetts	Massachusetts Office of Information Technology Suite 2100	US	UNITED STATES			
NEXTEV	3200 N 1ST NONE	US	UNITED STATES	NEXTEV	Manufacturing	
AbbVie		DE	UNITED STATES			
Total	<u> </u>	1			1	

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eBay, Inc	2145 Hamilton Ave	US	UNITED STATES	eBay Inc.	Software & Internet	1
Columbia University	612 W 115TH ST	US	UNITED STATES	Columbia University	Education	1
Soco Urban Lofts Condominium Assoc	1122 Jackson St. Suite 200	US	UNITED STATES			1
Logonix Corporation	PO Box 525	US	UNITED STATES	Logonix Corporation	Telecommunications	1
Advanced Micro Devices, Inc.	1 AMD Place	US	UNITED STATES	Advanced Micro Devices , Inc.	Manufacturing	1
Facebook Inc	1601 Willow Road	US	UNITED STATES	Facebook	Software & Internet	1
Williams-Sonoma	3250 Van Ness Ave	US	UNITED STATES	Williams-Sonoma Inc		1
Stetson University	Campus Box 8347	US	UNITED STATES	Stetson University	Education	1
Total						35

Associated Press Outlets

Every PR Newswire U.S. wire newsline includes targeted distribution to the Associated Press, an essential global news network that delivers content to an extensive set of media platforms and formats. The list below represents the outlets you reach via this partnership.

Outlet Name	City	State	Country	Newsline	Туре	Audience
C-SPAN	Washington	DC	US	US1	Television	86,200,000 Subscribers
Scribd, Inc.	San Francisco	CA	US	US1	Aggregator	43,531,670 Visitors per Month
FoxNews.com	New York	NY	US	US1	Online	32,516,438 Visitors per Month
CBS News Radio	New York	NY	US	US1	Radio	30,000,000 Broadcast Audience
New York Times Digital	New York	NY	US	US1	Newspaper	29,886,442 Visitors per Month
Apple Inc.	Cupertino	CA	US	US1	Organization/Company	29,709,459 Visitors per month
CNBC.com	Englewood Cliffs	NJ	US	US1	Online	26,089,260 Visitors per Month
CBSnews.com	New York	NY	US	US1	Online	26,080,671 Visitors per Month
abcnews.com	New York	NY	US	US1	Online	24,167,779 Visitors per Month
U.S. News & World Report	Washington	DC	US	US1	Magazine	23,945,529 Visitors per Month