

AMENDED Exhibit 910

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

From: Alex Osborne [REDACTED]
Sent: 10/13/2016 9:17:09 AM
To: [REDACTED]
CC: [REDACTED]
Subject: Re: Invitation: Quick Chat on ODG @ Thu Oct 13, 2016 9:30am - 10am [REDACTED]

I looked at Loyola High School near Downtown LA. To cover the school it is about 1mm square feet. Per hour this comes out to about \$25 in ODG. When I go into the pricing tool in BBG I get the same thing. When I look through the calculation, the only "true" I found was:

```
38993  
ms  
com.snapchat.geofilter.pricing.system.api.calculator.RulesEvaluator  
  
ruleType=SPECIAL_LOCATION_WITH_COVER_AREA, ruleId=SPECIAL_LOCATION_WITH_COVER_AREA_16,  
ruleName=SPECIAL_LOCATION_WITH_COVER_AREA_16, isApplicable=true  
  
38995
```

Also looking at the [swipe data](#), this school appears to have received over 2k swipes in the past week, so I think the price is correct, except for the 50% discount that we had been applying to high schools (maybe this got removed?)

I'll report more of [REDACTED] findings after I speak with him. Thanks!

On Thu, Oct 13, 2016 at 9:06 AM, Alex Osborne [REDACTED] wrote:
Here's the list, I'm gonna hit the LA ones to see what it looks like

List of Jordan Schools:

Chicago

Morgan Park
Fenwick
Bollingbrook
Hillcrest
De LaSalle
Marian Catholic

LA

Leuzinger
Rodondo Union
Chino Hills
Loyola

Crossroads

NYC

Wings
Westinghouse
Scanlan

North Carolina

RJ Reynolds

Toronto

Henry Carr
Central Tech

On Thu, Oct 13, 2016 at 9:03 AM, [REDACTED] wrote:
Please get the fences of the schools...

On Thu, Oct 13, 2016 at 7:55 AM, Alex Osborne [REDACTED] wrote:
I'll ask which locations!

----- Forwarded message -----

From: [REDACTED]
Date: Thursday, October 13, 2016
Subject: Invitation: Quick Chat on ODG @ Thu Oct 13, 2016 9:30am - 10am
[REDACTED]
To: Alex Osborne <[REDACTED]>

Talking to a seller about a handful of high schools, when fencing in ODG and expanding the timeframe for 30 days - the price is coming out to ~\$100K for 17 high schools, but when looking at the swipe data in BBG, it only comes out to about 50-100 swipes/day/school. It would essentially make it a \$2,000 CPS so wanted to get some understanding of what's going on there

On Thu, Oct 13, 2016 at 10:49 AM, Alex Osborne [REDACTED] wrote:
Hey- what weirdness specifically?

On Thursday, October 13, 2016, [REDACTED] wrote:

[more details »](#)

Quick Chat on ODG

Hey Alex - are you available to chat at this time for a few minutes? Have a couple of questions on some weirdness I'm seeing in ODG as well as questions around L17&L16

When Thu Oct 13, 2016 9:30am – 10am Pacific Time

Video call [https://plus.google.com/hangouts/\[REDACTED\]](https://plus.google.com/hangouts/[REDACTED])

Calendar [REDACTED]

Who

- [REDACTED] - organizer
- [REDACTED]

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account [REDACTED] because you are subscribed for invitations on calendar [REDACTED].

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. [Learn More](#).