

EXHIBIT 4

1 Robert S. Arns, State Bar No. 65071
RSA@ARNSLAW.COM
2 Jonathan E. Davis, State Bar No. 191346
JED@ARNSLAW.COM
3 Steven R. Weinmann, State Bar No. 190956
SRW@ARNSLAW.COM
4 **THE ARNS LAW FIRM**
515 Folsom Street, 3rd Floor
5 San Francisco, CA 94105
6 Tel: (415) 495-7800
Fax: (415) 495-7888

7 Jonathan M. Jaffe, State Bar No. 267012
JMJ@JAFFE-LAW.COM
8 **JONATHAN JAFFE LAW**
3055 Hillegass Avenue
9 Berkeley, CA 94705
10 Tel: (510) 725-4293
Fax: (510) 868-3393

11 Attorneys for Plaintiffs

12 UNITED STATES DISTRICT COURT
13 NORTHERN DISTRICT OF CALIFORNIA
14 SAN JOSE DIVISION

15 ANGEL FRALEY; PAUL WANG; SUSAN
16 MAINZER; JAMES H. DUVAL, a minor, by
and through JAMES DUVAL, as Guardian ad
17 Litem; and W.T., a minor, by and through
RUSSELL TAIT, as Guardian ad Litem;
18 individually and on behalf of all others similarly
19 situated,

20 Plaintiffs,

21 v.

22 FACEBOOK, INC., a corporation; and DOES 1-
23 100,

24 Defendants.
25

Case No. CV 11-01726 LHK PSG

**DECLARATION OF KEVIN M.
OSBORNE IN SUPPORT OF
PLAINTIFFS' MOTION FOR CLASS
CERTIFICATION**

Date: May 24, 2012
Time: 1:30 p.m.
Courtroom: 8
Judge: Hon. Lucy H. Koh
Trial Date: December 3, 2012

26
27
28 **DECLARATION OF KEVIN M. OSBORNE IN SUPPORT OF
PLAINTIFFS' MOTION FOR CLASS CERTIFICATION**

Case No. CV 11-01726 LHK PSG

1 I, KEVIN M. OSBORNE, declare and state as follows:

2 1. I am an attorney licensed to practice before all the Federal and State courts located
3 in the State of California and I am admitted to practice before this Court. I am an attorney for
4 Plaintiffs in this action. I have personal knowledge of the facts stated in this declaration, and if
5 called upon to testify, could and would competently testify thereto. I make this Declaration in
6 support of Plaintiffs' Motion for Class Certification.
7

8 2. Attached here as Exhibit 1 is a true and correct copy of Exhibit 326.

9 3. Attached here as Exhibit 2 is a true and correct copy of excerpts of the transcript of
10 the deposition of Christopher Plambeck.
11

12 4. Attached here as Exhibit 3 is a true and correct copy of Exhibit 240, "Advertising
13 Effectiveness: Understanding the Value of a Social Media Impression."

14 5. Attached here as Exhibit 4 is a true and correct copy of Exhibit 684, "Guide to the
15 New Facebook Ads Manager."
16

17 6. Attached here as Exhibit 5 is a true and correct copy of Exhibit 671, "Sponsored
18 Stories CTR and Engagement rates vs standard ads."

19 7. Attached here as Exhibit 6 is a true and correct copy of Exhibit 88, "Facebook Ads
20 Manager."
21

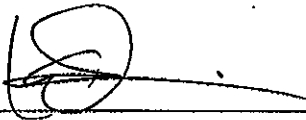
22 8. Attached hereto as Exhibit 7 is a true and correct copy of Exhibit 147, "Reporting
23 (Facebook Reports Tracking)."
24

25 9. Attached hereto as Exhibit 8 is a true and correct copy of Exhibit 86, "Suggested
26 Best Practices for Advertising on Facebook."
27

28
1
DECLARATION OF KEVIN M. OSBORNE IN SUPPORT OF
PLAINTIFFS' MOTION FOR CLASS CERTIFICATION

Case No. CV 11-01726 LHK PSG

1 10. I declare under the penalty of perjury and under the laws of the United States of
2 America that the forgoing is true and correct and based upon my personal knowledge, and that
3 if called upon to testify, I could verify the accuracy of the same. This document was executed
4 in the city of San Francisco on March 29, 2012.
5

6
7
8 By: 
9 KEVIN M. OSBORNE
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

2
DECLARATION OF KEVIN M. OSBORNE IN SUPPORT OF
PLAINTIFFS' MOTION FOR CLASS CERTIFICATION

Case No. CV 11-01726 LHK PSG