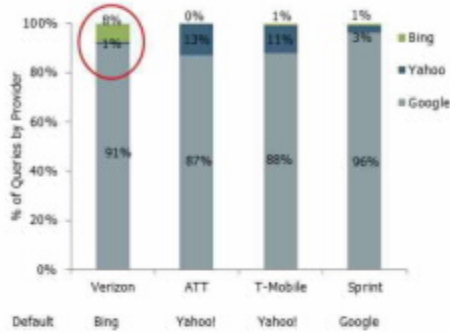
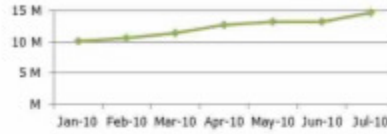


3 Bing Mobile Browse on RIM achieves low penetration to date, while client has almost no uptake; however users do search... using Google

In April 2010, default generates 7.5% of Bing RIM Browse queries on Verizon; Without default, Bing would have no share



Monthly Bing Query Volume over All Verizon RIM Devices



At current course and speed, Bing share on RIM will not keep up with competition

- July 2010 Bing captured 15 M Black Berry queries on Verizon
- At current growth, by 2013 Bing will capture only 30-60 M of a total 0.7 -1.4B queries (approximately 4%) across all RIM devices and carriers

Source: COSMOS, Nielson, comScore April 2010, Keystone Analysis



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