

# CT Attorney General

## Connecticut Attorney General's Office

### Press Release

#### Attorney General Statement On Demise Of Yahoo-Google Advertising Agreement

November 5, 2008

"Killing this deal -- under pressure from DOJ and states -- is good for competition and consumers. I commend and thank the U.S. Justice Department for working closely with my office and other state attorneys general to investigate this deal.

"The real and relevant antitrust issues inherent in the Google-Yahoo advertising deal were insurmountable, leading them to abandon their agreement. The deserved demise of this deal preserves competition in the search engine advertising market, restraining prices and ensuring options.

"This deal is dead -- a victory for consumers -- but we will monitor and scrutinize others that may be proposed, as appropriate. A solid partnership between state and federal law enforcement authorities has proven its power."

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