

EXHIBIT 72

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From: Peter Deng </O=THEFACEBOOK/OU=FIRST ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=PDENG>
Sent: Thursday, March 14, 2013 9:19 PM
To: Justin Osofsky; Mike Vernal; Javier Olivan
Cc: Ed Baker; Matt Wyndowe; Monika Bickert; David Swain
Subject: Re: A super fun messaging app

I wouldn't say it's well designed, but it is fast and feature rich. I can't help but wonder how much of the fun is the fact that they have a clean graph and there's a novelty about a new system that your friends are joining.

From: Justin Osofsky <josofsky@fb.com>
Date: Thu, 14 Mar 2013 17:57:11 -0700
To: Mike Vernal <vernal@fb.com>, Javier Olivan <jolivan@fb.com>
Cc: Ed Baker <edb@fb.com>, Peter Deng <pdeng@fb.com>, Matt Wyndowe <mw@fb.com>, Monika Bickert <monika@fb.com>, David Swain <dswain@fb.com>
Subject: Re: A super fun messaging app

+ Monika, Swain

Monika, who leads platform policy enforcement, is on it. In the first week after launch, MessageMe actually didn't make any friends.get calls. However, MessageMe is now up to ~350K MAU and made 333K friends calls last week. We will restrict their access to friends.get shortly.

In terms of next steps, Monika is working with Mike Nowak to see if there are any other messenger apps which have hit the growth team's radar recently. If so, we'd like to restrict them at the same time to group this into one press cycle.

As context, platform is in a tough broader press cycle right now around how we engage the developer ecosystem (there was a Reuters piece earlier this week and we expect a negative WSJ piece shortly). We anticipate that Arjun will go to the press given the history with LOLapps, and likely will also need to chat with Chamath given that MessageMe was developed when Arjun was an EIR for Chamath. Monika is coordinating with Swain on how best to handle this from a PR perspective.

Monika, please chime in if I missed anything.

From: Mike Vernal <vernal@fb.com>
Date: Thursday, March 14, 2013 3:26 PM
To: Javier Olivan <jolivan@fb.com>, Justin Osofsky <josofsky@fb.com>
Cc: Ed Baker <edb@fb.com>, Peter Deng <pdeng@fb.com>, Matt Wyndowe <mw@fb.com>
Subject: Re: A super fun messaging app

+Justin

On Mar 14, 2013, at 3:25 PM, "Javier Olivan" <jolivan@fb.com> wrote:

They are using connect to get your friendlist. @Vernal – who enforces the policy here?

From: Ed Baker
Sent: Wednesday, March 13, 2013 7:27 PM
To: Peter Deng

Cc: Matt Wyndowe; Javier Olivan
Subject: Re: A super fun messaging app

My friend Greg Tseng (founder of Tagged.com) just messaged me saying he thinks MessageMe is "so good". When I asked him why, here is what he said:



On Mar 13, 2013, at 9:43 AM, "Peter Deng" <pdeng@fb.com> wrote:

Who else is talking about it besides tech crunch?

Sent via the Samsung Galaxy S™ III, an AT&T 4G LTE smartphone

----- Original message -----

From: Matt Wyndowe <mw@fb.com>

Date:

To: Ed Baker <edb@fb.com>, Javier Olivan <jolivan@fb.com>, Peter Deng <pdeng@fb.com>

Subject: Re: A super fun messaging app

Oh, I know Arjun. It's the #1 app in app store, so thought to check it out. Seems OK, but not sure what the hype is about.

Blogosphere is going crazy about how awesome it is, but perhaps I'm not getting something right

On 3/13/13 9:24 AM, "Ed Baker" <edb@fb.com> wrote:

>The founders of this app are friends of mine (Arjun was the CEO of
>LOLapps, which did a bunch of viral Facebook apps back in the day). I
>haven't tried it yet. How is it?

>

>-----Original Message-----

>From: Matt Wyndowe

>Sent: Wednesday, March 13, 2013 9:18 AM

>To: Javier Olivan; Peter Deng; Ed Baker

>Subject: A super fun messaging app

>

>Hi!

>

>I just got MessageMe, a new messaging app, and it's awesome! If you don't
>have it yet, download it and check it out!

>

>Here's a link to download the app: <http://msg.me/c/0>

>

>Once you get it, you should see me in your contacts but if not send me
>the pin in your profile and I'll add you :)

>

>

>Sent from my iPhone