

**From:** Eric Friedman <[REDACTED]>  
**To:** Pedraum Pardehpoosh <[REDACTED]>  
**CC:**  
**BCC:**  
**Subject:** Re: More fraud apps showing up Yesterday  
**Attachments:**  
**Sent:** 10/16/2013 04:12:12 PM 0000 (GMT)

China next week for me. Will look 2 weeks out. Safe travels

On Oct 16, 2013, at 9:08 AM, Pedraum Pardehpoosh <[REDACTED]> wrote:

Yes of course. Can I bother you to find us time next week? Am on a plane right now.

Sent from my iPhone

On Oct 15, 2013, at 6:29 PM, Eric Friedman <[REDACTED]> wrote:

Pedraum, when can we talk about this? App Review is bringing a plastic butter knife to a gun fight. Investment will have to be made in making that process more robust or they will keep getting rolled. There are things that can be done, but it is not a small project and isn't something we can solve in the store alone IMNSHO.

Begin forwarded message:

**From:** Phillip Shoemaker <[REDACTED]>  
**Subject:** Re: More fraud apps showing up Yesterday  
**Date:** October 15, 2013 6:13:53 PM PDT  
**To:** Eric Friedman <[REDACTED]>  
**Cc:** Benson Curtis <[REDACTED]> Chris Fulbright <[REDACTED]> Pedraum Pardehpoosh <[REDACTED]>

If the apps request 5 star and it is witnessed during review, we reject the app

So, if found, we reject.

Does that answer your question?

On Oct 15, 2013, at 5:28 PM, Eric Friedman <[REDACTED]> wrote:

Hi Phillip,

Can you determine whether this behavior was evident during App Review for the apps in Kristen's spreadsheet? If so, do you agree that they should have been rejected?

It would also be interesting to know if the app did not behave this way during review and was later modified (in response to a setting on some remote system, for example) to take on this aggressive posture.

Thanks,  
Eric

**Exhibit**  
**PX 0250**

PX-0250.1

APL-APPSTORE\_02989625

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Begin forwarded message:

**From:** Benson Curtis <[REDACTED]>  
**Subject:** Re: More fraud apps showing up Yesterday  
**Date:** October 15, 2013 4:31:19 PM PDT  
**To:** Eric Friedman <[REDACTED]>  
**Cc:** Mingran Wang <[REDACTED]> Ritwik Kumar <[REDACTED]>

FYI, Kristen put this together as a list of examples of how developers in China are requesting 5-star ratings:

<Types\_of\_Incentivizing\_ratings\_reviews\_download\_other\_apps\_1015013.xlsx>

On Oct 15, 2013, at 11:25 AM, Eric Friedman <[REDACTED]> wrote:

OK cool. I'm trying to reconcile yesterday's conversation ("charts look pretty clean") with Ben Liaw's depiction ("the sky is falling!").

On Oct 15, 2013, at 11:24 AM, Mingran Wang <[REDACTED]> wrote:

Hi Eric,

Recent spike detections shows that there are about 7 fraud china free apps showing on 10/14, although it was pretty clean on 10/10.

So apparently they are coming back again. I will do more analysis and find out what is happening there.

Thanks.

Mingran

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Eric Friedman  
[REDACTED]

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Eric Friedman  
[REDACTED]

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Eric Friedman

[REDACTED]