



Office of the Secretary

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580

May 21, 2010

Peter C. Thomas, Esq.  
Counsel for AdMob, Inc.  
Simpson Thacher & Bartlett LLP  
601 Pennsylvania Avenue, N.W.  
North Building 10<sup>th</sup> Floor  
Washington, D.C. 20004

Re: **Proposed Acquisition of AdMob, Inc. by Google Inc., File No. 101-0031**

Dear Mr. Thomas:

The Federal Trade Commission has been conducting an investigation to determine whether the proposed acquisition of AdMob, Inc. by Google, Inc. may violate Section 7 of the Clayton Act or Section 5 of the Federal Trade Commission Act.

Upon further review of this matter, it now appears that no further action is warranted by the Commission at this time. Accordingly, the investigation has been closed. This action is not to be construed as a determination that a violation may not have occurred, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take such further action as the public interest may require.

By direction of the Commission.

Donald S. Clark  
Secretary