

David E. Khan



February 19, 2010

Rachel Whetstone
Vice President, Public Policy and Communications
Google, Inc.
1600 Amphitheatre Parkway
Mountain View, CA 94043

Dear Ms. Whetstone:

I am writing this letter to you to share my disappointment and dissatisfaction in learning that Google does not offer a military discount on any products, including the Nexus One.

In a time where many citizen Soldiers, Sailors, Marines and Airmen are tasked heavily in supporting the Global War on Terror and other military initiatives, many companies have stepped up to show their support for service members and the sacrifices they make. Those companies do not just show support through words alone, but typically with simple, effective gestures made to positively impact the lives of those willing to serve this country. Please allow me to provide you with my personal perspective so you will better understand what I'm talking about. I annually commute over 15,000 miles to my reserve squadron on the West coast. My travel is not paid for by the military; rather I incur the expense personally. After being paid by the Navy, I am lucky to break even with my expenses. My military job is to serve as a flight engineer onboard a cargo aircraft that transports people and supplies all over the world in support of the Global War on Terror as well as numerous humanitarian aid missions. Simply put, I haven't chosen my lifestyle in the hope I will someday benefit by a financial reward or from notoriety. In fact, what I do is not that uncommon. There are many dedicated individuals just like me, who have great conviction in the knowledge that the sacrifices we regularly make do leave an impact on the world.

Being in the military for more than 15 years has also given me a keen understanding of loyalty. When I shop, I am always humbled and honored by a company who not only thanks me for my service but also provides me with a discount for their products. A company who makes that small effort to show their support has not only earned my respect and appreciation but has earned a customer for life. Some top-of-mind examples include Eddie Bauer, T-Mobile, and Dell. Make no mistake, service members do share those kinds of experiences with others through print publications, (Military Times), online (blogs, social networking, emails, etc.) as well as word of mouth.

My civilian occupation is in online marketing and social networking. Because of my self-imposed juggling act between my travel requirements for the Navy and my civilian commitments, I have a strong need to for up-to-date smart phone that is capable of enabling me to keep in touch. I'm no stranger to smart phones and after doing some research, I believed that the Nexus One would be a good solution to meet my requirements, but was greatly disappointed to see that the only way I would be able to purchase the Nexus One was without a plan. Being a T-Mobile user for more than 6 years and on a family plan meant that I now would be required to pay an additional \$350. So in effect I'm was being penalized for being loyal. That was not an affordable option for me.

My next choice was to inquire if Google offered a military discount. I scoured the support area looking for the answer to no avail, so I submitted an email. The response I got was an automated email pointing

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me a Nexus One support section. Believing that Google is a strong advocate of the user and being active in the social networking channels, I reached out numerous times to both Twitter accounts (@google @googlenexusone) without a response. I then submitted a second email. Finally, a week later, I received an email that said:

Hello David,

Thank you for your email. I understand you'd like to know if the Nexus One is available with a military discount.

Please note that currently we do not have any promotional offers or discounts. Please visit <http://www.google.com/phone> for more information on purchasing a Nexus One.

Regards, The Google Team

This response confirmed the answer was 'no' but does not address the question 'why not?' That compelled me to reach out to you to see if you could shed some light into why Google has taken this stance in contrast to what so many other companies do. This seems like such a good opportunity for Google to not only do something for service members but seems like a simple win from a public relations perspective.

I sincerely appreciate your taking the time to read my letter and for your consideration.

Sincerely,

David E. Khan