Exhibit 228

From: David Monsees ███████████████████████████
To: ███████████████████████████████████████
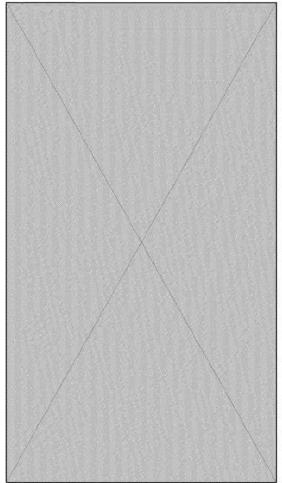**Sent:** Tue, 29 Sep 2015 09:16:21 -0700
Subject: Addition of Fine-grained Location Data to Maps Queries Has Launched!

We are delighted to announce the launch the of fine grained location data on Footprints events!

This launch includes:

1. Addition of ██████ fine grained transactional location context in Footprints; ████████████
█████████████

2. Inclusion of fine grained transactional location in standard search history data access procedures
3. Increased user transparency and control over location data stored with Google via new fine grained location annotations on history.google.com

Users will see "near" annotations on items with fine grained location, clicking will open a Maps view of that location

Currently, locations are being collected for all Maps queries issued by signed-in Web & App Activity (WAA) enabled users.
██ which will allow us to innovate and take full advantage of location-based context for better user experience ███████████████ For instance, this launch enables the ███████ team to make use of Device Location in ████████████████ and

Personalized Location model, increasing the accuracy of locations served on Search and Ads, and in turn improving the search experience and increasing Ads revenue.

Though the rest of the year, we will be working with teams that write to Footprints and ████ nder the WAA corpus group (search corpus group) to add fine grained location context.

Thanks to everyone who supported this project (and apologies to anyone I missed, you're all awesome):
- **Footprints:** ██
  - ████ David Monsees
- **Maps** ████████████
- ████████████
- ████████████████
- **Legal:** ████████████████
- **Geo Consumer Analytics** ████████████████

--
Google, Inc., product mgmt.
mail: ████████████████
chat: ████████████████ @ Google Hangouts
visit: 1600 Amphitheater Parkway, Mountain View, CA 94043
talk: ████████ @ mobile or ████████ @ office

--