SAN FRANCISCO (AP) _ Internet search engine leader Google Inc. is ready to accept the stock market's money, but not Wall Street's hoary traditions.

Without specifying a price per share, Google filed its hotly anticipated IPO plans Thursday, promising to raise big bucks without selling out its small-company values. The company aims to raise $2.7 billion with an initial public offering that has created the biggest high-tech buzz since the dot-com bubble burst four years ago.

The IPO is expected to give Google a market value of at least $20 billion, creating scores of new Silicon Valley millionaires _ including many of the company's 1,900 employees.

"Feels great!" Google employee Edwina Beaus said as she walked between buildings at the company's Mountain View headquarters _ a hub known as the "Googleplex."

But even as it prepared to dance with the Wall Street bankers who will take it public, Google warned investors that it won't take its marching orders from the markets.

"Google is not a conventional company. We do not intend to become one," co-founders Larry Page and Sergey Brin wrote in an open letter included in the IPO filing.

As expected, Google said the price of its IPO will be determined through an auction designed to give the general public a better chance to buy its stock before the shares begin trading, most likely in late summer or early autumn. IPO shares traditionally have been restricted to an elite group picked by the investment bankers handling the deal.

Google picked two long-established investment bankers _ Morgan Stanley and Credit Suisse First Boston _ to manage its populist IPO approach.

Although Google's stock won't be sold for several more months, the filing represents a significant milestone in the 5 1/2-year-old
company's evolution from a fun-loving startup to a corporate adolescent that will be held more accountable for how it manages its money.

- Google has done well so far, according to a filing that shined a light on the privately held company's finances for the first time.
- Depending almost entirely on advertising linked to online searches, Google earned $105.6 million, or 41 cents per share, on revenue of $962 million last year. Google got off to an even better start this year, with a first-quarter profit of $64 million, or 24 cents per share, more than doubling its earnings of $25.8 million, or 10 cents per share, at the same time last year.
- By going public, Google will be under greater pressure to produce steady earnings growth—an expectation some executives say leads to shortsighted management decisions.

- As a public company, "you become sharper in some respects, but it also can cause you to make some decisions just so you can show growth from quarter to quarter," said Steve Berkowitz, chief executive of Ask Jeeves Inc., a Google rival and business partner.

- But Google says it won't fall into that trap, striving to remain true to the vision of the iconoclastic Page and Brin, former Stanford University graduate students who founded the company in 1998. In one of its first rebellious steps, Google will refuse to project its earnings from quarter to quarter, according to the letter signed by Page and Brin.
- "A management team distracted by a series of short-term targets is as pointless as a dieter stepping on a scale every half hour," they wrote.

- Industry veterans, though, doubt Google will be able to buck Wall Street once it goes public.
- "After the IPO, they're going to have to think in terms of predictable quarterly results and momentum," said Gordon Eubanks, who took software maker Symantec Corp. public in 1989 and now is CEO of Oblix Inc., a security startup. "You have to have a level of predictability and experience to warrant being a public company."

- To insulate themselves from outside pressure, Page and Brin are creating a two-class stock hierarchy designed to give them effective veto power. The company is selling Class A common stock to the public, but Page and Brin will control Class B stock, which will have 10 times the voting power.

- The setup is similar to systems used by several major media companies and Berkshire Hathaway Inc., run by stock market sage Warren Buffett.

- Thursday's filing didn't spell out how large the founders' stakes will be after the offering, although they are listed as the company's largest individual shareholders. Both are expected to become billionaires after the IPO. Google paid each man $356,556 in salary and bonuses last year.

- The filing also emphasized that both Page, 31, and Brin, 30, intend to remain Google's hands-on leaders, making all key decisions with CEO Eric Schmidt, a former top executive at Sun Microsystems Inc. and Novell Inc. who joined the company in 2001.

- Google is already one of the world's best-known brands, with an online search engine that processes more than 200 million queries daily.

- Despite its rapid success, Google faces an uncertain future as it tries to fend off stiffening competition from two much larger rivals, software giant Microsoft Corp. and Yahoo! Inc., which runs the world's most popular Web site.
Through February, Google held a 35 percent share of the search engine market, with Yahoo at 30 percent and Microsoft's MSN at 15 percent, according to comScore Networks, a research firm.

"Someone could still come out of left field and blow Google out of the water," said independent technology industry analyst Rick Broadhead. "What they are doing isn't rocket science. Everyone talks about how they have become one of the biggest successes since the dot-com bust, but they still could become one of the biggest flops, too."
SAN FRANCISCO (AP) — Google Inc. may have illegally issued more than 23 million shares of its stock to hundreds of employees and consultants, injecting an unexpected legal risk into the online search engine leader's highly anticipated IPO.

The Mountain View-based company disclosed the possible violations Wednesday in a prospectus offering to buy back the affected shares and outstanding stock options for a total of $25.9 million, including interest payments.

With $549 million in cash as of June 30, Google can easily afford to make amends.

But it's uncertain whether the gesture will satisfy everyone affected by potential bureaucratic blunders that occurred from September 2001 through June 2004.

During that time, the company says it neglected to register 23.2 million shares of common stock and 5.6 million outstanding stock options with securities regulators. The oversights might have broken federal and state laws, according to Wednesday's filing. The affected common stock is owned by 1,105 current and former employees, as well as company consultants.

Google warned that its buyback, or "recission," offer may be rejected by some people who prefer to sue the company. Google believes it faces potential liabilities in 18 states and the District of Columbia, as well as federal court.

It's unclear whether Wednesday's twist will affect the timing of Google's initial public offering — a deal expected to raise up to $3.3 billion, with roughly half of the money flowing into the company's bank accounts. The rest of the money will be split up among Google's top executives and early investors who plan to sell stock in an IPO carrying a target price of $108 to $135 per share.

In Wednesday's filing, Google said it planned to complete the IPO "as soon as practicable," but didn't elaborate. Federal securities law...
prohibits Google from making public statements about the IPO beyond the information contained in SEC filings. The company's latest filing indicated the recission offer will expire sometime next month. Google is currently letting prospective bidders register for an upcoming auction of 24.6 million IPO shares at http://www.ipo.google.com. Once the registration period closes, something that could happen later this week, qualified investors can bid to buy a minimum of five shares through one of 28 underwriters participating in the IPO. If the auction is completed in a few days, Google's shares could begin trading on the Nasdaq Stock Market as early as next week. A successful IPO might make the recission offer a moot point. Wednesday's filing said the stockholders that reject or don't respond to the recission offer will have their shares and option automatically registered under federal securities law after the IPO is completed. The shares then would become tradable after the recission offer expires next month. The offer applies to 1,105 current and former employees, as well as company consultants, who own the affected common stock. The options, carrying exercise prices ranging from 30 cents to $80 per share, are held by 301 people.
SAN FRANCISCO (AP) _ Google Inc.'s IPO journey continues to be a wild ride. In the latest twist, Google reached a legal truce with Yahoo Inc. that will provide about $300 million in financial artillery to one of its fiercest rivals.

The agreement announced Monday gives Yahoo an additional 2.7 million shares of Google stock in exchange for dropping a patent lawsuit involving a crucial piece of online advertising technology. The payment also resolves a dispute over how much Sunnyvale-based Yahoo is owed under an old partnership between the two companies.

The settlement is worth about $328 million, based on the midpoint in the $108- to $135-per share range that Google has established for its highly anticipated initial public offering.

"I think most people are going to be surprised by the size of this settlement," predicted ThinkEquity Partners analyst John Tinker. "You usually don't want to be doing this sort of thing a few days before you price an IPO."

Google is pleased with the terms of the settlement, spokesman David Krane said Monday.

American Technology Research analyst Mark Mahaney described the settlement as "a minor positive for Google because it removes a risk." Had Yahoo prevailed in the patent lawsuit, Google could have been forced to abandon an advertising system that generates most of the company's revenue and faced substantial damages.

Accounting for the settlement will saddle Google with a loss for the current quarter ending in September. The Mountain View-based company warned it will absorb a charge of $260 million to $290 million, but didn't quantify the magnitude of the projected loss. Google earned $20.4 million during last year's third quarter.

The projected third-quarter loss represents the latest hiccup in Google's IPO. The company also has been dealing with a backlash against the high IPO price, confusion about an unusual auction being used to distribute the shares and questions about possible securities violations that occurred with the way it doled out its stock in the past.
Google still expects to complete the IPO later this month, according to documents filed Monday. The company still hasn't set a specific date. Google hopes to raise $1.67 billion from the IPO.

Monday's settlement will result in more IPO shares becoming available. That's because Yahoo _ already a major Google stockholder _ plans to sell 1.06 million more shares in the IPO than it intended two weeks ago.

The increase means a total of 25.7 million shares will be available in the IPO _ a pool that will raise $3.1 billion, including the amount that will go into the company's bank account. Another $1.4 billion will go to insiders offering insiders and other shareholders selling a total of 11.6 million shares.

Google picked up some support for its targeted IPO price Monday from Standard & Poor's Internet analyst Scott Kessler, who released a research report estimating the company's fair market value at $121 to $127 per share. Kessler, though, emphasized Google faces substantial risks, including intensifying competition from Microsoft Corp. and Yahoo.

By settling with Yahoo, Google ensures it will be able to continue to use an advertising system that represents the company's financial backbone.

Google makes most of its money by auctioning off the right to have text-based ads placed next to specific search words. The concept was pioneered by Overture Services Inc., which sued Google for patent infringement in 2002. Yahoo inherited the lawsuit suit last year when it bought Overture.

While denying the lawsuit's allegations, Google has described Overture's patent claims as a major risk since the company first filed its IPO plans in April.

Despite the previous disclosures, many investors might not have grasped the significance of the risks until Monday, Tinker said. "This (settlement) raises the issue about what other unwelcome surprises are still bubbling out there and might come to the surface before the IPO."

Even with Monday's settlement, Google's advertising network remains a prime legal target.

The company faces several lawsuits alleging that it's breaking the law by auctioning of the advertising rights to trademarked names. Last week, attorneys seeking to represent all California consumers filed a lawsuit against Google, Yahoo and other Internet search engines alleging they are encouraging illegal gambling by distributing the ads of unlicensed casinos.

Despite those risks, most analysts remain bullish about Google, although not all agree the company is worth more than $120 per share. The optimism stems largely from the popularity of Google's renowned search engine and the company's rapid growth since its creation nearly six years ago. Google had earned $143 million on revenue of $1.35 billion through the first half of the year.

A successful Google IPO will have the perverse effect of providing Yahoo with more money to challenge Google's search engine leadership.

Even before Monday's settlement, Yahoo owned 5.5 million shares of Google stock _ a stake acquired through a $10 million investment made in June 2000 when Google was little more than a goofy startup.

Four years later, Yahoo and Google are fierce rivals but share a financial kinship through Google's stock.

Bolstered by Monday's settlement, Yahoo has decided to sell 1.61 million shares of its Google stock in the IPO. That means Yahoo figures
to raise at least $150 million from Google's IPO. Yahoo will still own 6.6 million shares after the IPO.

Yahoo's shares fell 32 cents Monday to close at $25.70 on the Nasdaq Stock Market.
SAN FRANCISCO (AP) — Google Inc. will close the registration process for its IPO auction Thursday, setting the stage for the online search engine leader's hotly anticipated stock market debut.

The Mountain View-based company posted an online notice Tuesday announcing plans to end the registration process at 5 p.m. EDT Thursday. Google plans to launch an unusual auction to sell 25.7 million shares shortly after closing the registration, the company said Tuesday. No further details were provided.

Most market observers expect the auction for the initial public offering to be completed next week, clearing the way for Google's shares to begin trading on the Nasdaq Stock Market under the ticker symbol "GOOG."

But Google hasn't spelled out a precise timetable for the auction. In its IPO prospectus, the company stresses it can close the auction "at any time." The prospectus also raises the possibility that the auction could last two or three weeks, noting that bidders will be asked to reconfirm their bids if the process lasts for more than 15 business days.

Once Google is prepared to close the auction, the company must ask the Securities and Exchange Commission to give its final approval of the IPO prospectus. After the SEC signs off on the deal, bidders will have a final opportunity to withdraw their bids. The winning bidders in the auction will be notified by e-mail within 24 hours of SEC approval.

To participate in the auction, bidders need a 16-digit registration number to present to one of the 28 brokerages handling Google's $3.1 billion IPO. The company has been distributing the identification numbers since July 30 when it opened a special site, www.ipo.google.com.

The site so far has drawn sparse traffic — an indication that investor interest in Google's IPO isn't as intense as many analysts
anticipated. Google's IPO site isn't even attracting enough visitors to register in a widely watched tracking system that measures Internet traffic. ComScore Media Metrix's system requires a minimum of 50,000 daily visitors - a threshold that Google's IPO site hadn't surpassed through Monday.

¶ By comparison, Google's main Web site attracts an average of nearly 13 million daily visitors, comScore said. The list of Web sites more popular than Google's IPO site include LasVegas.com, which drew an average of 62,000 daily visitors during June, according to comScore.

¶ The lukewarm response to Google's IPO may stem from confusion about the unorthodox auction process and disillusionment with the high price that the company wants for its stock.

¶ Google has valued its IPO at between $108 and $135 per share, but the company's so-called Dutch auction is supposed to determine the final price. Bidders can submit offers below, above or within Google's price range. Google will analyze the range of auction bids to set the final, or "clearing," price for its IPO.

¶ Some analysts have endorsed Google's self-appraisal, which values the 6-year-old company at $29 billion to $37 billion, based on the 271.2 million shares that will be outstanding after the IPO. The market valuation would make Google worth as much as long-established brands such as Sony and McDonald's.

¶ The lofty IPO price target reflects Google's tremendous growth since former computer graduate students Larry Page and Sergey Brin started developing the company's vaunted search technology in a Stanford University dorm room. Page and Brin each hope to pocket more than $100 million by selling some of their Google shares in the IPO and retain stakes that will make both men worth billions on paper.

¶ Not everyone agrees with Google's self-assessment. The skeptics who believe Google isn't worth buying at above $100 per share cite the tougher competition the company faces from imposing rivals such as Yahoo Inc. and Microsoft Corp. To make matters worse, investors have been dumping Internet stocks in recent months. The Dow Jones Internet Index has declined by 20 percent since Google filed its IPO plans in late April.

¶ Most brokerages involved in Google's IPO are allowing bidders to submit an unlimited number of offers per account. But others are setting limitations, which are outlined in the prospectus available on Google's IPO site.

¶ All the participating brokerages except HarrisDirect are allowing bidders to buy as few as five Google shares. HarrisDirect is requiring its customers to buy at least 100 shares in the auction.

¶ Google has warned bidders making multiple offers to avoid a situation where they might wind up spending more money than they intended. This could happen if a bidder makes multiple offers and all are accepted. For instance, a bidder intending to spend less than $1,000 on Google shares could offer to buy 7 shares at $125 and 7 shares at $130 and end up getting 14 shares for $1,743 if the auction sets the final price at $124.50 per share.
SAN FRANCISCO (AP) — Google Inc. forged ahead with its IPO auction Friday, even as the online search engine leader acknowledged a newly published magazine interview with its founders contained misleading information.

The admissions, made in a company filing with the Securities and Exchange Commission, enabled Google to avoid a last-minute delay in its long-awaited initial public offering, according to a source familiar with the negotiations with the SEC, who demanded anonymity.

A Playboy magazine interview with Google founders Larry Page and Sergey Brin had raised the possibility of an IPO delay because of securities laws restricting what executives can say before selling stock to the public for the first time.

Google moved quickly to quash the threat with an amended IPO filing dictated by the SEC, the source said.

A Google spokeswoman declined comment Friday.

The revised IPO documents corrected several inaccurate statements made in the Playboy article. Google also took the unprecedented step of including the entire Playboy interview in its revised IPO statement to set the record straight so its auction could continue.

The unusual auction, which requires registered bidders to submit bids to one of 28 designated brokerages, represents a major step toward completing Google's $3 billion initial public offering.

Google hopes to sell 25.7 million shares for $108 to $135 per share, but the so-called Dutch auction is designed to set the final price. The Mountain View-based company plans to close the auction sometime next week and distribute the shares to winning bidders before...
the stock debuts on the Nasdaq Stock Market under the ticker symbol "GOOG."

Although it didn't derail the deal, the flap over the Playboy interview cast another cloud over the Google's once-resplendent IPO. The company has been stung by a backlash against its high IPO target price, a legal settlement that will result in a third-quarter loss and a disclosure that management may have broken securities laws in 18 states by neglecting to register stock previously distributed to its employees.

In Friday's filing, Google warned that an unspecified number of regulators are investigating the earlier stock distributions. The inquiries may lead to fines or other penalties, the company said.

All the trouble threatens to further unnerve bidders already antsy about the recently slumping stock market. The anxiety could lower Google's IPO price, leaving the company with less money than it anticipated as it gears up for stiffer competition from Yahoo Inc. and Microsoft Corp.

"As each problem surfaces, it takes a little more wind out of the sails," said David Menlow, president of the IPO Financial Network. The Playboy interview might haunt Google in another way. The company's shareholders can still sue the company demanding Google buy back the IPO shares during the next year if they believe the Playboy article tainted the stock. In Friday's filing, Google vowed to "contest vigorously" any claims that the Playboy interview broke securities laws.

Google will be particularly vulnerable to legal attacks if its stock plummets from the IPO price, predicted Michael Prozan, a former SEC staff attorney who now runs his own private practice in San Mateo. "They will have a prime target on their back."

Friday's revised filing correcting the inaccuracies contained in the interview doesn't give Google concrete protection against possible lawsuits, said Michael Zuppone, a former SEC attorney now in private practice in New York.

"Once that article was published, someone can argue that a breach occurred," Zuppone said. "That claim isn't cleansed by the amended filing."

Page, 31, and Brin, 30, gave the Playboy interview a week before Google first filed its IPO papers April 29, but the magazine didn't hit the news stands until Friday. The timing couldn't have been worse, from Google's perspective.

Securities laws are designed to prevent the distribution of information that deviates from an IPO prospectus or presents a distorted picture of the offering company's prospects.

The Playboy interview contained several statements that were either outdated or simply wrong.

For instance, Brin boasts Google's new e-mail service, known as "Gmail," offers accountholders 200 times more storage capacity than its rivals. That was true in April, but no longer as Yahoo, Microsoft and other competitors have since increased the capacity offered in their free e-mail services.

In another example of bad information, Page said Google has "about 1,000" employees. Three weeks before Page gave the interview, Google had 1,907 employees, according to the company's IPO filing in April. At the end of June, the work force had grown to 2,292 employees.

Google also acknowledged the Playboy article didn't disclose many of the risks facing the company.
The decision to do the Playboy interview confounded securities law experts, who said the relative inexperience of Page and Brin was no excuse for the blunder.

"Sure, these are young guys, but they are being coached by some of the more seasoned professionals around," Prozan said.

Google's lead IPO attorney is Larry Sonsini, one of Silicon Valley's most respected securities lawyers, and the company's board of directors includes veteran venture capitalists, John Doerr and Michael Moritz.
SAN FRANCISCO (AP) _ Lots of people are hoping to get rich off Google Inc.'s stock now that the online search engine's IPO is finally completed. Here's a look at some of the investors that have already locked in huge profits by selling a portion of their stakes:

_ Yahoo Inc. The Internet giant played a pivotal role in popularizing Google by showcasing its rival's search technology on its popular Web site for more than three years. It's a decision Yahoo came to regret, but Google's IPO should help ease the pain. Yahoo sold off 1.61 million Google shares to raise $136,914,430 and still owns 6.59 million shares worth $559,990,710 based on the initial offering price.

_ Larry Page and Sergey Brin. The two started working on what became Google in a dorm room at Stanford University less than a decade ago. Now they can afford roomier digs. Page collected $41,052,750 and Brin got $40,894,605 from the IPO. That's a pittance compared to their remaining stakes in the company. They are holding on to Google shares that are worth $3,239,416,725 for Page and $3,230,674,475 for Brin.

_ Eric Schmidt. When Google hired the former Sun Microsystems and Novell executive as its CEO in July 2001, analysts reasoned Schmidt would help bring "adult supervision" to a free-spirited company. Child care never paid this well. Schmidt picked up $31,362,025 Wednesday and still owns a stake worth $1,223,118,975.

_ America Online. Unlike Yahoo, the Internet service provider says it has no plans to drop Google as its Web search provider. Like Yahoo, AOL made a killing on the IPO _ $63,218,325. AOL's remaining Google stake is worth $568,965,095.

_ Andy Bechtolsheim and David Cheriton. After selling a Silicon Valley startup to Cisco Systems Inc. for about $250 million in 1996, these partners made another smart decision by investing more than $200,000 in Google just as Page and Brin were starting out. Bechtolsheim, a co-founder of Sun Microsystems, made $30,719,680 in the IPO and Cheriton, a Stanford University professor, made $28,937,060. They are holding on to big nest eggs: Bechtolsheim's remaining Google stake is worth $276,477,120 and Cheriton's is worth $260,433,540.

_ Omid Kordestani. Google's senior vice president of worldwide sales knows what it's like to be at a young tech company with a hot stock. Before joining Google, he was an executive of Web browser
pioneer Netscape Communications. Kordestani made $20,444,710 on the Google IPO and retains a stake worth $388,449,490.

Stanford University. The college owns the rights to Google's vaunted search technology because Brin and Page developed it while working on a university-funded project. Google still pays Stanford a licensing fee for the technology and gave the university a small stake in the company. Stanford plucked $15,657,595 from the IPO and retains a stake worth $140,274,565.

Angel Investors. Although it's not well-known, the fund adds even more glamour to the IPO. A list of celebrities including golfer Tiger Woods, basketball star Shaquille O'Neal, California Gov. Arnold Schwarzenegger and former Secretary of State Henry Kissinger all own a sliver of the Angel funds that acquired a small stake in Google during 1999. Angel Investors pocketed $7,061,205 in the IPO and is holding on to a $63,551,355 stake.

Most Google employees who own stock in the company didn't get to participate in the IPO, but some will have a chance to start cashing in next month. Google is allowing company insiders to sell up to another 4.58 million shares on the Nasdaq Stock Market in 15 days.
SAN FRANCISCO (AP) _ Google Inc.'s employees and other insiders will be free to sell an additional 4.67 million shares of the company's stock Thursday, providing another test of the online search engine's popularity with investors.

The Google shares eligible to begin trading Thursday represent the first in several waves of insider stock that could pour into the market during the next few months.

The Mountain View-based company is lifting selling restrictions on 39.1 million additional shares in mid-November, 24.9 million more shares in mid-December and another 24.9 million shares in mid-January. The release of so much insider stock so soon marks another unusual twist in Google's unconventional IPO. After completing an initial public offering, most companies forbid employees and other pre-IPO stockholders from selling their shares for the first six to nine months after the deal is priced.

This so-called lockup period is designed to minimize the chances that the selling pressure becomes so overwhelming that a stock's price plunges dramatically, hurting the investors who bought at the IPO price or during the first few days of trading.

A company's employees and pre-IPO shareholders are usually eager to sell shares because the trading price is typically way above their ownership cost. Many of Google's employees hold stock options priced at under a $6 per share and have been waiting for years for a chance to cash in.

"It's not unreasonable for some of these employees to want to sell some stock, but the issue that everyone is going to be watching is how much they are selling and who is doing the selling," said analyst John Tinker of ThinkEquity Partners.

By allowing its nearly 2,300 employees to cash in on the company's IPO more quickly than usual, Google is betting investor interest will be robust enough to support the stock price. The decision also reflects management's confidence that employees will hold on to much of the stock, expecting the shares to become even more valuable in the future.
Google already miscalculated the initial demand for its stock. After filing plans to sell 25.7 million shares in its IPO, the company reduced the deal's total to 19.6 million shares. The unexpectedly weak demand also prompted Google to lower its IPO price to $85 per share, far below the company's hopes of fetching as much as $135.

The company has already warned investors that its decision to lift the stock selling restrictions earlier than usual poses a substantial risk. "If these additional shares are sold, or if it is perceived that they will be sold, in the public market, the trading price could decline," Google noted in its final IPO prospectus.

The company's stock has been slumping in the past week after soaring from its IPO price. Google's shares declined $2.12 Wednesday on the Nasdaq Stock Market to finish at $100.25 — the lowest closing price since the company's market debut two weeks ago.

Google declined to comment Wednesday about the expiration of the first lockup period, citing securities regulations that limit what a company can say publicly during the first few weeks after an IPO is completed.

Analysts and investors say it's difficult to know whether the recent decline in Google's stock is linked to concerns about the additional shares coming into the market.

Although the influx of new Google shares is being closely watched, Caris & Co. analyst David Garrity said institutional investors focusing more on questions about the way the company is being run by its iconoclastic, 31-year-old founders, Larry Page and Sergey Brin.

"I really wouldn't be surprised to see this company trade at a 15 percent to 20 percent discount to its peers until investors have a greater comfort level with this management's performance," Garrity said.

Page and Brin, who already have each made more than $40 million from the IPO, remain by far Google's largest shareholders and plan to make all major business decisions in concert with the company's chief executive, Eric Schmidt.

Much of the investor queasiness about Page and Brin center on the duo's decision not to provide any short-term earnings projections, saying they will focus on managing the company for the long haul.

Qualms about Google's management intensified last month after the company disclosed it may have broken securities laws by neglecting to register millions of pre-IPO shares and Playboy magazine released an interview with Page and Brin that exposed the company to even more possible legal problems.