

Penguin 2.0 Can't touch this!

KAYAK maintains envious position at #1 in Google Search

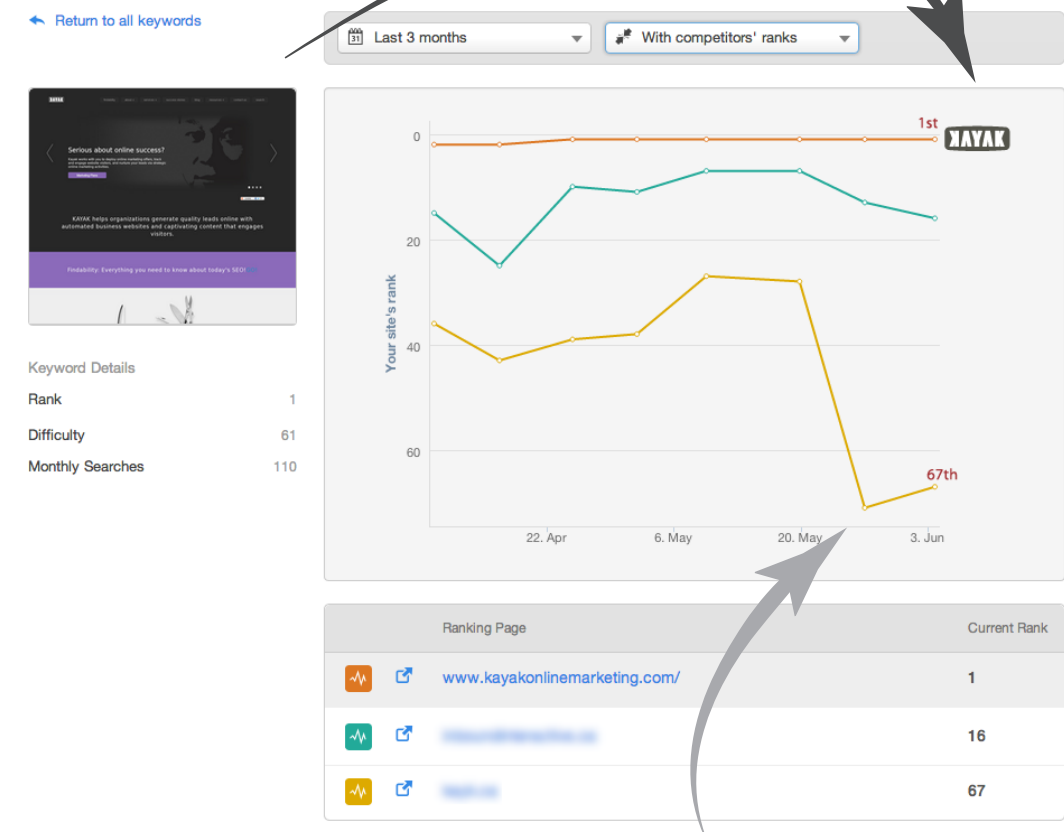
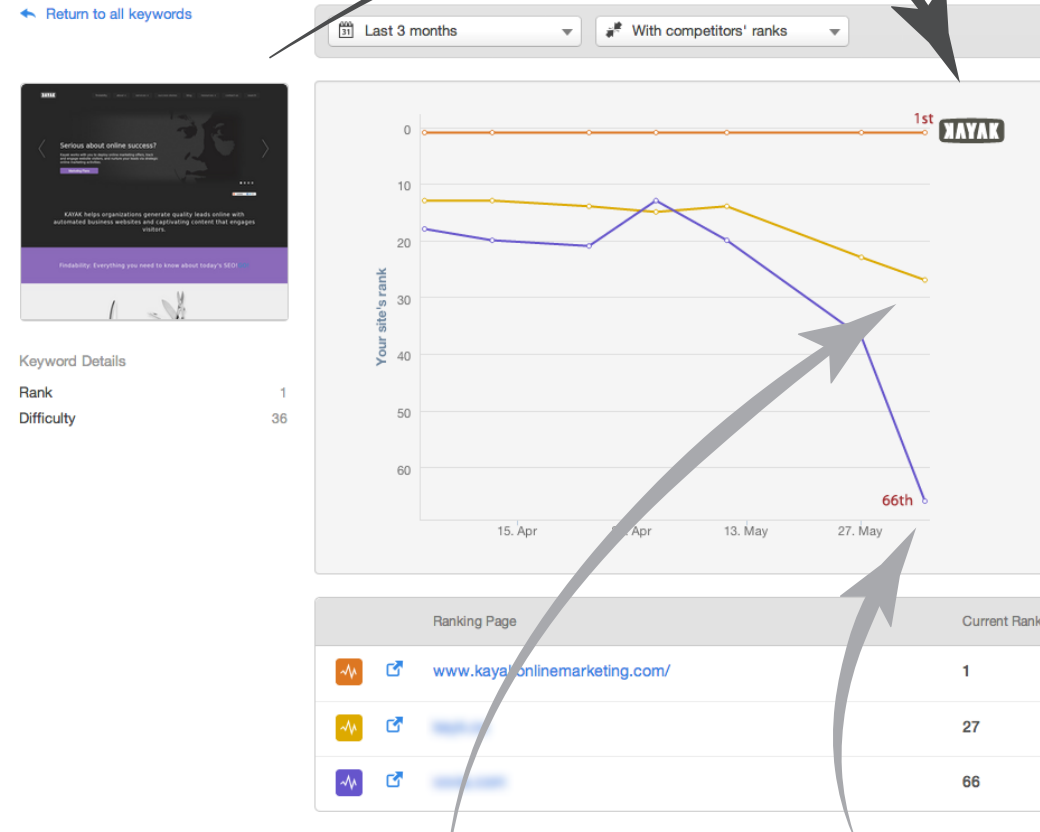
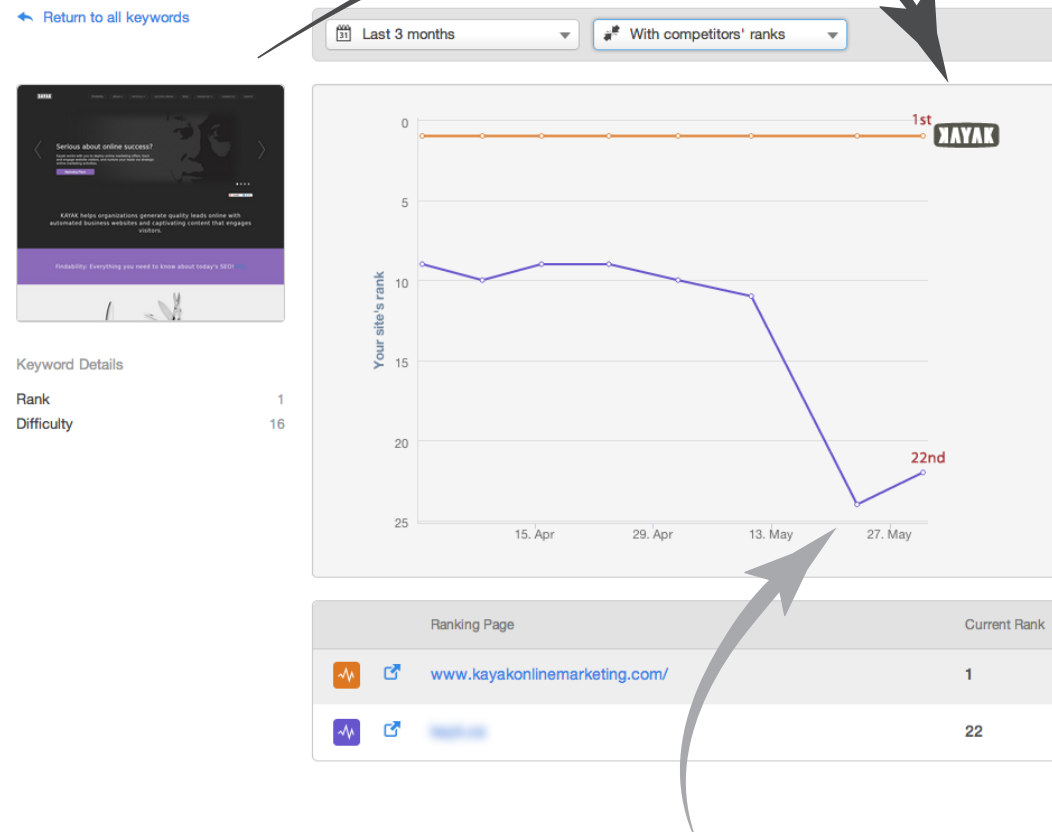
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Ouch! Can somebody get that guy/gal a glass of water?

This is a slide. They can recover.

Position #66. That's not a slide. It's an avalanche!

Oh look, they rebounded a spot. Woopee....where's the confetti?

Penguin rewards those who engage online in an ethical manner, and crushes those who try to game the system. *(You know who you are.)*