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**From:** Jason Goldberg <[REDACTED]>  
**Sent:** Tuesday, April 30, 2013 1:25 PM  
**To:** jeeproject@yahoo.com  
**Subject:** Redesign. Reimagine. Reinvent. Introducing the All New Fab.

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we launched Fab.

We quickly became the place for everyday design. We reimagined on=ine shopping as something that could be exciting and fun. We tried to bring a little WOW to the =orld. To help everyone, everywhere benefit from design.

22 months later, tens of millions of people tur= to Fab for modern, colorful, fun products that make them stop and smile. =nd someone buys something they love on Fab every 7 seconds.

Today, we're introducing an entirely ne= Fab—redesigned from the ground up to help people discover tens of=thousands of everyday designs for their home, body, and lifestyle.

The all-new Fab makes it easier to discover wha= you love. Share what you love.

And love what you love.  
<javascript:void(0)>

Jason Gol=berg

Founder=+ Chief Executive Officer

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Bradford =hellhammer

Founder=+ Chief Design Officer

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