

**To:** Philippe Han [REDACTED]  
**From:** [REDACTED]  
**Sent:** Thur 10/25/2012 7:29:17 PM  
**Subject:** Re: updates

Hi Philippe,

Thank you for the update on your plans for the month. I did not get the minisite for approval. I got the journalist's points and the press release list but not the minisite. Could you resend to me today and I will approve it.

Thank you.

[REDACTED]

[REDACTED]

cell: [REDACTED]  
email: [REDACTED]

**From:** Philippe Han <philippe.han@reputationchanger.com>  
**To:** [REDACTED]  
**Sent:** Thursday, October 25, 2012 2:46 PM  
**Subject:** RE: updates

Hi [REDACTED],

As items start to publish online, you will receive reputational asset alert emails coming in. At this time, we have just gotten approval on the first press release.

I am awaiting from you the approved copy from [Minisite.JeffreyEpstein.co.1.10-19.doc](#) sent to you on 10/22.

I am also awaiting presently 2 more press release articles, 2 more minisite documents, 12 blog articles and 10 guest blog articles for high value links. These items are still being worked on by our content teams and will be sent to you as soon as they are ready. Note that the guest blog articles require that minisite assets are already built so those will likely arrive for approval last this month.

Press release #1 I have scheduled for Wednesday because it is designed to send links to your first minisite when it goes live. For that reason, it is imperative that we get back that document with edits asap ([Minisite.JeffreyEpstein.co.1.10-19.doc](#)).

I'm not sure yet how well these assets will rank out of the gate. There is a good deal of optimization tied to the top page listings we are competing against. We'll have to see how they perform and from there we move to a boosting strategy in order to get the assets to climb higher. Either way, Jeffrey is sure to see a lot of month 1 content going out!

Respectfully,

Philippe Han: Senior Client Account Manager  
Reputation Changer

Direct - [REDACTED]  
Main - [REDACTED]  
Fax - [REDACTED]



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