

**To:** Richard Kahn [REDACTED]  
**From:** Jeffrey Epstein  
**Sent:** Mon 11/25/2013 8:30:09 PM  
**Subject:** Re: Address on Website

lex fine

On Mon, Nov 25, 2013 at 4:17 PM, Richard Kahn <[REDACTED]> wrote:

i thought new website [enhancededucation.net](http://enhancededucation.net) looked great  
i called tyler regarding lexington ave address - not sure your thoughts on nyc address (lex ave  
or any address - we can use our po box)  
tyler mentions below that address helps identify with search engines  
please advise

Richard Kahn  
HBRK Associates Inc.  
575 Lexington Avenue, 4th Floor,  
New York, New York 10022  
tel [REDACTED]  
fax [REDACTED]  
cell [REDACTED]

Begin forwarded message:

**From:** Tyler Shears [REDACTED]  
**Subject:** Address on Website  
**Date:** November 25, 2013 3:12:54 PM EST  
**To:** Richard Kahn <[REDACTED]>

Rich,

Pursuant to our conversation, having an address on the website is important for search engine reasons.

Google/Yahoo/Bing give an authority bonus to websites that are willing to list a physical address. Think of it as a means of fighting spam - not every website can be associated to an address, but ones that can are likely more trustworthy than similar competing sites.

We could change this to a new address if the Lexington Ave NY address is not appropriate...

If it were a must to remove I would say we can still continue to function and do our job with the address removed, but our suggestion is to keep an address in place, even if a new PO box we decide to establish.

Respectfully,

Tyler Shears

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