

From: Tyler Shears <shears.t@gmail.com>
To: Jeffrey Epstein <jeevacation@gmail.com>
Subject: Re: Update
Date: Mon, 30 Dec 2013 17:02:57 +0000

I understand. Yes I should be available near 2 - I will call right back if I miss you.

On Mon, Dec 30, 2013 at 11:58 AM, Jeffrey Epstein <jeevacation@gmail.com> wrote:

tyler, i think you should do what you think necessary, I m not very happy with the results after all this time. it seems that every month, christina tells me just one or two more. .. i will try to call around 2 if ok with you

On Mon, Dec 30, 2013 at 10:45 AM, Tyler Shears <shears.t@gmail.com> wrote:

Good Morning Mr. Epstein,

Please let me know when you would like to have a call. I can set up a conference bridge or can be reached directly at [REDACTED]. I have mixed availability but will rearrange my schedule to support yours. I would be interested in meeting you in person to discuss this further if you are interested - but I understand that you are very busy.

There are two placements lined up for distribution this week on your behalf (Tumor and Melanoma pieces). Holiday times have made topic selection and editor availability particularly difficult but things are back on track now.

We would also like to discuss with you our to ability to promote websites other than yours. Christina has asked we focus on your websites specifically over the last 60 days, which we have done. Most of them are now on the first page as requested.

While waiting for call... Do we have permission to push anything we see fit to the first page in order to combat negative results? If so we will begin immediately promoting other listings that break up the identify Google is seeing. Doing this in unison with two new placements will certainly yield an improvement in the current brand position. I am confident we can get this cleaned up with a bit more effort and your permission to work freely with results other than your own.

Best,

Tyler Shears

On Sat, Dec 28, 2013 at 11:30 AM, Tyler Shears <shears.t@gmail.com> wrote:

Mr. Epstein,

I sent a call invitation on Friday but for some reason am not seeing it now. My schedule is flexible today and I can also speak tomorrow if today doesn't work. Please advise on what is best for you.

Best,

Tyler

On Thu, Dec 26, 2013 at 8:59 PM, Jeffrey Epstein <jeevacation@gmail.com> wrote:
sat fine

On Thu, Dec 26, 2013 at 3:26 PM, Tyler Shears <[REDACTED]> wrote:
Understood. Would a call on Saturday be ok? I will find time otherwise if not. Please advise

On Dec 26, 2013, at 5:22 PM, Jeffrey Epstein <jeevacation@gmail.com> wrote:

lets speak, as im not sure

On Thu, Dec 26, 2013 at 6:08 AM, Tyler Shears <[REDACTED]> wrote:
Hi All,

I hope you had a nice holiday. The melanoma article is in the queue at Huffington but the holiday has their staff too busy to get anything live. I'm expecting we are able to place this in the next 3-5 business days as everyone gets back to work. I've been pushing aggressively over the holiday but have been unable to get placements for any clients over the last week. I also have the tumor article lined up for another major publication and am aiming for similar timing (may be Inquisitr.com)

The negative press is lower and the sites you requested I focus on are indeed higher in ranking. We can also see Yahoo/Bing are 100% clean results at this point. We have been focused on pushing sites higher up above the two negative press placements since we are having difficulty getting them to swap out.

The only faster way we will move the two negative placements off the first page of Google at this point (with the changes this year) is through significant Google Authorship accounts on high profile sites. That's what the next two premium placements are focused on. We are supporting these with social signals and press releases and expect this to create the movement we are looking for.

Christina - can you send me a list of domains we can get links from Cecile on?

Mr. Epstein - I know results are less visible in the last 45 days but please understand these last two negatives are the hardest to clean up. We have come a long way since the initial result set I believe we are still using the right strategies. If we can increase the amount of news worthy press going out for a short time we will have an easier time getting ahead of the curve.

I will send an update tomorrow morning on status of both premium placements and am always available at your convenience for questions.

Respectfully,

Tyler Shears

On Sun, Dec 22, 2013 at 2:18 PM, [REDACTED] > wrote:

Hi Tyler,

Did the melanoma article post?

I see that the neg press is pushed down finally to 4th and 6th place on the 1st page. And 4 of our websites back on the 1st page.

Thanks,

[Redacted signature]

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