

From: "[REDACTED]"
To: "jeevacation@gmail.com" <jeevacation@gmail.com>
Subject: FROM COURI
Date: Wed, 11 Aug 2010 22:10:44 +0000

R. Couri Hay • Creative Public Relations
[REDACTED] • New York City 10024
Tel: [REDACTED] • e-mail: [REDACTED]

Dear Jeffrey,

Thank you for taking the time to meet me. You have a very colorful story but it's not all black nor is it strictly black and white. I can help you turn your reputation around. Rather than take added time to create a formal multi-page strategy, I've decided it would more efficient to put this into bullet points. This is the first version of what will ultimately be a complex strategy based on your priorities and your own ideas.

I. Dealing with The Daily Beast and their false child trafficking story of July 31st

- A. I would like to call Alan Dershowitz tomorrow (August 12th) or Friday and strategize with him on how to approach Tina Brown.
- B. He would present the facts that would show that her blogger [REDACTED] is on shaky legal ground and is trying to use The Daily Beast to promote her upcoming book on child trafficking by indirectly and falsely attaching your case to her new book.
- C. My gut feeling is that Alan should write a letter to Brown briefly outlining the facts and the legal case law behind them that supports your innocence with regards to the trafficking insinuations.
- D. If Alan agrees, this should be followed up with a phone call by Alan alone or with me to see what our next steps should be to counter the postings on July 31st, July 22nd and July 20th.
- E. Dershowitz could write a posting and rebuttal on The Daily Beast.
- F. Based on his conversation with Brown and if we all agree, I could initiate a conversation either on or off the record with Brown to find out her willingness to tell your side of the story. Dershowitz would advise on all possible legal repercussions.

II. Your current lawsuits against the attorneys

- A. Every time there's a court date or ruling, the media will have the opportunity to drag up the past and repeat the whole story.
- B. My immediate suggestion, after conferring with your attorneys and you, would be to plan an exit strategy.
- C. I know it's important to you to get information through the depositions to find out exactly what happened. I'm sure there's legal strategy that would allow you to continue to do this and avoid major court dates that would re-launch news stories.
- D. Once you've gotten the information you want, your legal team could seek to seal the documents.
- E. Following that you can make an agreement with the defendants for you to drop the case in exchange for a gag order and confidentiality agreement with specific and crippling monetary penalties that would outweigh any book, television or media deals for them.

III. Restoring your reputation

- A. The best way to bury negative reports in print and online is to counter it with positive news.
- B. With you and your designated point person, I'd like to review your recent business and science achievements and goals.
- C. Then if we are all in agreement we will slowly and deliberately start to release stories about your business and achievements in science to appropriate, serious and respected media outlets. This would put the attention on your business and scientific goals to better humanity, instead of the past. You've paid your debt to society and it's time to rebuild.
- D. At the appropriate times we could discuss possible photo opportunities with Pulitzer prize-winning scientists and other VIP's that would demonstrate their respect and trust for you at targeted events. Most importantly this would be based on your comfort level.

IV. Enhancing your reputation through philanthropy

- A. I would like to review your past and present philanthropic gifts to determine, which could be subtly used to enhance your reputation.
- B. Over the next six to ten weeks, we can create a strategy to reveal the good works of The Epstein Foundation. The press would have to discover your philanthropy, rather than it be released by your representatives.
- C. This can be achieved by starting with European institutions and following that up with Harvard, MIT and other organizations you are associated with.

D. The Epstein Foundation could be thanked for your their generosity in various fields on official documents that would stack up over time.

V. **Big idea**

A. The endowment of a Pulitzer Prize for Mathematics. I'd have to check into the feasibility of this. If the Pulitzer committee doesn't allow this, we can find an equally prestigious institution that would.

In conclusion, I'd like to repeat a conversation I had with Somers Farkas. I asked her if she knew you and she responded saying, "I do know Jeffery and I like him. You wouldn't think I would but I do." Jeffrey, you're charming, tasteful and intelligent. I think everyone who gets to know you will feel the same way as Somers feels. We can slowly start to support the good works and meet the people who will ultimately determine how you and your legacy will be perceived. As we are going to live to be 120, there's ample time to rewrite your history.

I will handle every step of this project personally. It will cost between 15k and 20k a month depending on how much of my time you'd like me to focus on you. I've done this sort of work successfully before and would be happy to do it for you. Let me know if you'd like my office or your attorneys to draw up a 6 to 12 month retainer agreement.

You can contact me directly at [REDACTED] or at my private blackberry email, which is [REDACTED].

Cheers,
Couri