

From: Jeffrey Epstein <jeevacation@gmail.com>

To: " [REDACTED] " < [REDACTED] >

Subject: Re: my most important email to you, aside from happy birthday email

Date: Sat, 29 May 2010 18:27:53 +0000

you asked my opinion , i think the web site is not critical and if you found someoe to do it fo 10k it would be a first step

On Sat, May 29, 2010 at 2:04 PM, < [REDACTED] > wrote:

I haven't finished the pricing structure for all of the services. But on the massages, I get app. 70\$ per 1hr session. I will not have any problem booking 1000 sessions plus in the first 6 months.

Sent from my Verizon Wireless BlackBerry

From: Jeffrey Epstein <jeevacation@gmail.com>

Date: Sat, 29 May 2010 13:53:31 -0400

To: < [REDACTED] >

Subject: Re: my most important email to you, aside from happy birthday email

no the total revenue not the commision to repay 60k just taking your fee would take over a year just to paythis off

On Sat, May 29, 2010 at 1:39 PM, < [REDACTED] > wrote:

There should be much more than 2 massages being booked a day, plus personal training, nutritional counseling, massage lessons, massage parties, yoga, etc. (Esp w/ the particular buildings that have shown interest and the hotel. Also, last time when I had started w one building they were quick to recommend me to their sister buildings and would have it possible to grow fairly quickly if I was better prepared for it, there was also a concierge company that had shown interest in our services). So I don't have any doubts that much more than 2 massages would be booked a day.

Sent from my Verizon Wireless BlackBerry

From: Jeffrey Epstein <jeevacation@gmail.com>

Date: Sat, 29 May 2010 13:21:15 -0400

To: < [REDACTED] >

Subject: Re: my most important email to you, aside from happy birthday email

much too expensive for only a web site. , you would have to do 600 massages , 2 a day for a year to just be even

On Sat, May 29, 2010 at 12:26 PM, < [REDACTED] > wrote:

Thank you for the well wishes. If you have time to offer any advice, do you know resources to recommend that may be able to help? Do you advise against taking out a loan for this?

Hope things are well with you.

Hugs,

Sent from my Verizon Wireless BlackBerry

From: Jeffrey Epstein <jeevacation@gmail.com>

Date: Sat, 29 May 2010 05:45:02 -0400

To: [REDACTED] <[REDACTED]>

Subject: Re: my most important email to you, aside from happy birthday email

I wish you well. I unfortunately , am still operating under restrictions. I can look at this in Sept at the earliest.

On Fri, May 28, 2010 at 9:43 PM, [REDACTED] <[REDACTED]> wrote:

Hi Jeffrey,

A while back, I had told you a little bit about the massage company I was working on for most of 2008. It had shown a lot of potential for success and I have a lot of regrets about closing everything down when I had that health issue. Even with how minimal and simplistic the company was initially, building managers loved the idea and were excited to offer my services to their residents. You can see what my company was at www.metropolitanmassagenyc.com.

I know your first concern was liability insurance, but with everyone working for me having their own professional insurance I was recently able to find a policy for general liability coverage at a very low cost. The biggest complication with getting the ball rolling previously was that my services were not well marketed and the scheduling software I was using did not make it easy for the customers to book. I had a lot of requests for packages of sessions, but I hadn't figure out how to make that possible with the software.

I had developed a friendship with a social marketing genius in Miami, whom I believe could make my company work and be incredibly successful. We have decided to somewhat mimic the website of Tom's shoes, www.toms.com (conceptually, not aesthetically). What is incredible about Tom's website is that it integrates a lot customer feedback and to some extent lets the customers do the marketing for them. Something else Jessica (social marketing genius's name is Jessica Venezuela whom is the founder of the company Mavin Digital) plans to do for me is to customize my scheduling software to make it incredibly simple purchase and book any of the services I am offering. With having her customize it, I will now be able to offer a lot more types of services in addition to massage. Examples being (but not limited to):

- fitness for health
- fitness for body building
- fitness for weight loss
- fitness for athletes
- pilates
- gyrotonics
- feldenkrais
- yoga
 - for couples
 - for kids
- guided meditation sessions
- nutritional counseling
- kitchen makeovers (directed by a dietician)
- grocery shopping services (directed by a dietician)
- personal chefs

To develop the residents' trust in our expertise of these services I am hiring a lead for each service offered who will also be responsible for posting educational material on what we offer on our company blog. The clients will also be able to respond and further develop a relationship with my team. I have

some wonderfully talented people on board, such as a pilates teacher who is also in the Martha Graham Company, a fitness trainer who use to perform with cirque du soleil, and a yoga teacher from India who has been studying yoga since he was born and has been teaching for more than 15 years.

One of the reasons I am so in love with this business is that it require much much less overhead than most start-ups. In the past the buildings agreed to take care of the expenses for the supplies which left me with only being responsible for the cost of insurance, uniforms, the website, and a few other inexpensive odds and ends. With Jessica's help I am confident to be a million times more successful. However, the start-up cost will be about 50x more expensive.

I realize you have seen me jump around a lot trying to figure out what I want to do. I've invested more time and energy into this than anything I have ever pursued aside from dance and it's the only thing I've wanted to do more than dance. After speaking with the head of the entrepreneurial department at Columbia University and receiving positive words from her that I am on a good path, she directed me to the small business development center where I was able to learn a lot about starting a business and has made me confident that my business will be successful.

I have attached Jessica's estimate for everything needed to be done, which totals \$60,000. I am wondering if you would be willing to help me on your terms. I hope I'm not being inappropriate to ask.

I miss you lots. Please let me know if I can give you any more information about my plans to decide if you support them.

xo [REDACTED]

[REDACTED]
Metropolitan Massage, President
[REDACTED]
[REDACTED]

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