

From: [REDACTED] <[REDACTED]>

To: jeffrey epstein <jeevacation@gmail.com>

Subject: Fw: Breakdown of progress

Date: Thu, 31 Jan 2013 18:31:51 +0000

Attachments: Jeffrey_Epstein_-_Progress_Images.xlsx;
Jeffrey_Epstein_page_1_from_New_York_perspective_1-30-2013_2-10-31_PM.jpg;
Jeffrey_Epstein_page_2_from_New_York_perspective_1-30-2013_2-29-04_PM.jpg

Inline-Images: image001.jpg; image002.jpg; image003.jpg; image004.jpg

Hi Jeffrey,

Reputation sent me this excel sheet attached and comments below.

[REDACTED]
cell: [REDACTED]
email: [REDACTED]

----- Forwarded Message -----

From: Philippe Han <[REDACTED]>

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

Sent: Wednesday, January 30, 2013 3:05 PM

Subject: RE: Breakdown of progress

[REDACTED]

I've attached 2 new images (page 1 and 2 of local results) to compare the excel document I created for you. **Please look at the 3rd tab on the spreadsheet to draw comparisons against today's page 1 and page 2 images from a local search perspective.**

Biggest thing to note is that on page 1, you'll see that the jeffreyepsteinfoundation.com listing is now in-between the Nypost.com and huffingtonpost.com articles. Also the nymag.com listing that was at #3 on 1/25 is now on page 2 at position #17.

Page 2 had some flip flopping of assets with some climbing and some falling. Biggest thing to take away from page 2 is that on 1/25, we had 4 positives showing up on that page. Today we now have 5. Also page 2 had 3 negatives all grouped in a row on 1/25. They are now split with an asset in between them.

For the next month, in order to continue towards suppression, the campaign will be linkbuilding (via guest posts and sponsored reviews) to continue climbing:

Jeffreyepsteinfoundation.com
Jeffreyepsteinscience.com
Jeffreyepsteinusvi.com
Jeffreyepstein.org
Jeffreyepsteineducation.com
Jeffreyepsteinblog.com

There will also be additional press releases as well.

Please let me know if you require any further info. As we've stated, we've only got 2 allocation months under our belt whereas we've projected that it would take 4-6 months of allocations to complete the job. As both Cliff and I have explained, we both believe that we can come under that total projected timeline and expect to see continued improvement on the local level, provided we are able to continue.

Respectfully,

	Philippe Han Senior Client Account Manager
	Phone: [REDACTED]
	Fax: [REDACTED]
	Email: [REDACTED]
	Website: www.ReputationChanger.com
<hr/>	
From: Philippe Han	
Sent: Tuesday, January 29, 2013 8:36 AM	
To: [REDACTED] ([REDACTED])	
Subject: FW: Breakdown of progress	

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Please forward this over to

Jeffrey so that he may follow along on our call.

Respectfully,

	Philippe Han Senior Client Account Manager
	Phone: [REDACTED]
	Fax: [REDACTED]
	Email: [REDACTED]
	Website: www.ReputationChanger.com
<hr/>	
From: Philippe Han	
Sent: Friday, January 25, 2013 11:45 AM	
To: [REDACTED]	
Cc: Cliff Stein	
Subject: Breakdown of progress	

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Hi [REDACTED],

Thank you very much for setting up the call today. I've put together in the excel file (attached) screenshots that with notes that will explain and show the successes that we ARE seeing with this campaign.

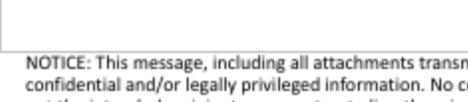
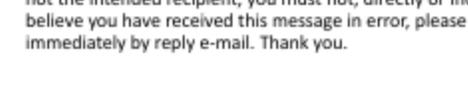
There are 3 tabs to reference. The first is the image from the action plan. This was what the results looked like from a national perspective.

The second tab shows the page 1 and page 2 results from a national perspective. This is now how Jeffrey is currently viewed on Google whether it be from major city centers like Chicago, LA, Miami, or even smaller towns ranging from Toledo to Palm Beach.

The third tab shows what Jeffrey's results look like from a localized search (New York City). What you'll notice is that the assets we've been working to strengthen on the national level are also the correct ones from a local level. What this shows, is that the NY search results are more relevant and stronger in relation to the negative listings.

Please let me know if you have any questions and about a call time for Monday.

Respectfully,

	Philippe Han
	Senior Client Account Manager
	Phone: [REDACTED]
	Fax: [REDACTED]
	Email: [REDACTED]
	Website: www.ReputationChanger.com
Description: Description: http://a25cx1d4m44bnz.cloudfront.net/signature/img/img5.jpg	

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