

**From:** Tyler Shears <[REDACTED]>

**To:** Richard Kahn <[REDACTED]>, Jeffrey Epstein <jeevacation@gmail.com>

**Subject:** Re:

**Date:** Wed, 19 Feb 2014 21:11:54 +0000

**Attachments:** je-google-2-19-14.pdf; je-yahoo-2-19-14.pdf; je-bing-2-19-14.pdf

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Rich,

Thank you for your email. I summarized the key achievements for Mr. Epstein to review. I also speak to our initial goals, current strategy and importance of continuing to the next step.

### **Goals**

- Identify and dislodge any negative results from first page of Google, Yahoo, Bing for "Jeffrey Epstein"
- Implement sustainable strategy for management over time leveraging internal assets

### **Key Achievements**

- Removed/Replaced Mugshot from Primary Position on Google 1st Page
  - Worked directly with CEO of BusinessInsider.com
- Reduced # of negative placements (Google) from 5 to 1 over 6 months - PDF attached.
- Removed Mugshot from Yahoo Images Top 8
- Reduced # of negative placements (Yahoo) from 4 to 0 over 6 months - PDF attached
- Reduced # of negative placements (Bing) from 4 to 1 over 6 months - PDF attached
- Secured positive articles in Forbes and Huffington Post - this is important to help set future tone of editorial from these outlets since prior negatives are here.
- Created and distributed press w/ Christina
- Resolved hacked websites and updated sites for better search optimization.
- Secured JeffreyEpstein.net

I've attached PDF's of results from a clean Firefox w/ Private Window Mode enabled (ctrl+shift+p) - same that you used on phone today. I believe some of the frustration may come from checking results in different ways.

### **Strategy Moving Forward**

- Set Christina up as contributing author on NationalGeographic.com
  - Leverage NatGeo authorship to secure a few additional sites (i.e. Huffington)
  - Use sites Christina has authorship on moving forward to support positive mentions and positive reputation for Mr. Epstein.

- The goal here is to set you up moving forward without requiring artificial (paid) support. That is a majority of our cost now.
- Content improvements (working with Christina on this) on existing sites.
- Finalize and Launch JeffreyEpstein.net
- Continue to aggressively promote any and all sites required to dislodge negatives (per last conversation on Jan 10 w/ Mr. Epstein) - this is showing results already.

I believe we can do the work required to sink the remaining negatives in the next 60 days. For this business, we win once you are happy, not by keeping you on as a monthly customer.

The ideal situation is you need minimal support from us starting 60 days from now - and will end up in a position by middle of year where you should only need us if something else comes up.

Please advise on status of moving forward and our outstanding invoice.

Respectfully,

Tyler Shears  
Shears Consulting Group

On Wed, Feb 19, 2014 at 2:20 PM, Richard Kahn <[REDACTED]> wrote:  
i spoke with mr epstein and he is unsure of what has changed since he engaged you.  
to date you have billed 50,632.89 and mr epstein is unsure of how to proceed.  
lets discuss.  
thank you

Richard Kahn  
HBRK Associates Inc.  
575 Lexington Avenue, 4th Floor,  
New York, New York 10022