

Message

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Sent: 2/2/2016 6:18:41 PM
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Subject: UDF Website Update

All - the website is live. The WSJ is unlikely to print tomorrow and next week is more likely - WSJ noted both process and space in paper as issues. I've responded to 2 fact checks from WSJ in the last hour so it appears they are trying to get it wrapped as soon as possible but still unlikely to run in morning tomorrow.

Given the feedback from the WSJ, the current plan is to promote the website tomorrow and begin media outreach following Kyle's appearance on CNBC.

We have let the WSJ know that we are proceeding to go public and we have also given them a heads up that Faber may tweet the URL to the website. No one will be caught off guard as we have also communicated our plans to the SEC and FBI.

In the case that Faber does not tweet, we have a plan C in place to push a paid Twitter promotion and to buy Google ad words. This would be part of any strategy but rather than be complimentary to earned media, it would be a primary tool to start public engagement, which would then be followed by media outreach from Edelman.

Sent from my iPhone