

Message

From: J. Kyle Bass [k@haymancapital.com]
Sent: 2/4/2016 5:48:27 PM
To: Parker Lewis [PL@haymancapital.com]
Subject: Re: Pls send UDF update with website and press strategy!

Got it. Let's do a massive push. Make sure each and every plaintiffs attorney gets the website.

J. Kyle Bass
Chief Investment Officer
Hayman Capital Management

> On Feb 4, 2016, at 12:33 PM, Parker Lewis <PL@haymancapital.com> wrote:

>
> There have been 226 unique visitors to the website, mostly in New York (20%), some in DC (14%), Dallas (14%), FW (5%) and Austin (10%).

>
> This is obviously not a lot but it is probably enough to have it start to spread more widely

>
>
>
> Parker Lewis
> Hayman Capital Management, L.P.
> 2101 Cedar Springs Road Suite 1400
> Dallas, TX 75201

>
> 214.347.8043 Direct
> 512.699.7480 Mobile
> PL@HaymanCapital.com

>
> -----Original Message-----

> From: Parker Lewis
> Sent: Thursday, February 04, 2016 11:29 AM
> To: J. Kyle Bass <k@haymancapital.com>
> Subject: RE: Pls send UDF update with website and press strategy!

>
> Ok. Just spoke with Edelman. They discussed internally and their official proposal is to either go back to Faber to have him tweet on Monday OR they have politico lined up to run a story this afternoon. After deliberating internally, they came around to your view that tomorrow is not ideal. Instead the two paths are: either go today or Monday. If we go this afternoon, we have all day tomorrow to push the story.

>
> Thoughts on these two paths?

>
>
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> -----Original Message-----

> From: J. Kyle Bass
> Sent: Thursday, February 04, 2016 11:20 AM
> To: Parker Lewis <PL@haymancapital.com>
> Subject: Re: Pls send UDF update with website and press strategy!

>
> If you want to go tomorrow, the release needs to happen at 8am. I am game for that. Not later in the day.

>
> Let's do it. Edelman has had plenty of time to devise the recipient list and to purchase key words...lets get going first thing tomorrow morning. I will be in the air for the next 4 hrs but available via email if they email you the plan.

>
> J. Kyle Bass
> Chief Investment Officer
> Hayman Capital Management
>
> On Feb 4, 2016, at 12:15 PM, Parker Lewis <PL@haymancapital.com> wrote:
>
>> Don't disagree, I just don't like the fact that the website is just sitting out there to be found and leaked by a blog at any time, we partially lose control in that environment. But if you want to wait until Monday, we will wait until Monday.
>>
>>
>>
>> Parker Lewis
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>> -----Original Message-----
>> From: J. Kyle Bass
>> Sent: Thursday, February 04, 2016 11:13 AM
>> To: Parker Lewis <PL@haymancapital.com>
>> Subject: Re: Pls send UDF update with website and press strategy!
>>
>> I think we should move to promote and go forward Monday morning. Friday is always a bad day to launch anything.
>>
>> This should be our plan.
>>
>> J. Kyle Bass
>> Chief Investment Officer
>> Hayman Capital Management
>>
>>> On Feb 4, 2016, at 12:10 PM, Parker Lewis <PL@haymancapital.com> wrote:
>>>
>>> WSJ is not running on Monday and we do not have a commitment on a day thereafter.
>>>
>>> I spoke with the WSJ's real estate editor last night (requested by Greg); it sounds like they are looking to include the complexity of the Ponzi-like nature which Greg previously was going to stay away from - this will likely result in a delay; this would make the story more impactful but does not help our issue of timing.
>>>
>>> Given all of this, Edelman does not recommend that we leave the website just hanging out there (and taking down is not an option). I agree and I worry that UDF could already potentially have access to the site before it becomes widely public (time to prepare a counter). Edelman recommends that we move to promote, as early as tomorrow but want your thoughts/sign-off.
>>>
>>> They are sending new launch proposal shortly, will forward.
>>>
>>> Parker Lewis
>>> Hayman Capital Management, L.P.
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>>> -----Original Message-----
>>> From: J. Kyle Bass
>>> Sent: Thursday, February 04, 2016 11:01 AM
>>> To: Parker Lewis <PL@haymancapital.com>
>>> Subject: Pls send UDF update with website and press strategy!
>>>
>>>

>>>

>>> J. Kyle Bass

>>> Chief Investment Officer

>>> Hayman Capital Management