

Message

**From:** Holmes, Allie [Allie.Holmes@edelman.com]  
**Sent:** 2/2/2016 4:36:23 PM  
**To:** Chris Kirkpatrick [CK@haymancapital.com]; Parker Lewis [PL@haymancapital.com]  
**CC:** Campbell, Rob [Rob.Campbell@edelman.com]  
**Subject:** FOR SIGNATURE: Revised ATB  
**Attachments:** 1A74DD25-F5A8-4A15-9510-4239045E626E[20].png; 4596255B-F376-4FD6-9AB6-35958ED7B859[20].png; ATB - Hayman Capital 2016.docx

Hi both -

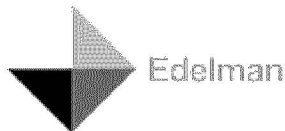
Sending through a revised ATB, capped at \$8k to cover our first week's amplification.

Here's how it will break down:

- **Twitter Spend (\$2k):** Once Faber tweets, @UDFexposed with share Faber's tweet with a link to UDFexposed.com. The @UDFexposed tweet will include paid promotion targeted to media and financial interests. Day 1 budget will account for up to \$2,000.
- **Google Ad Words Spend (\$4k):** Once content is live online, Edelman to put paid spend behind keywords (e.g. "UDF" or "Texas real estate scheme") on Google, as conversation picks up. The paid keywords will capture interested traffic that the Twitter reveal has generated—and drive users back to the UDFexposed.com site. Week 1 budget will account for up to \$4,000.

We'll reserve the remaining \$2k to see how conversation goes past week 1, and can apply to either Google or Twitter, as needed.

Let me know if you have any questions. Boarding plane in 20 minutes, then free again at 2pm ET. Cc:ing Rob in case you have questions on ATB while I'm in the air.



**Allie Holmes**

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**EDELMAN AUTHORIZATION TO BUY FORM**

<b>Client/Advertiser:</b>	Hayman Capital	<b>Date Submitted:</b>	January 28, 2016
<b>Edelman Contact(s):</b>	Greg Marose	<b>Telephone:</b>	201.936.4126
<b>Edelman Proj. #:</b>		<b>Email:</b>	gregory.marose@edelman.com

Pursuant to the agreement dated [Agreement Date] ("Agreement") by and between Client and Daniel J. Edelman, Inc., doing business as Edelman ("Edelman"), Client hereby authorizes Edelman to act on its behalf in the purchase of media for advertising/public relations purposes as set forth below or in the attached SOW ("Media"). Upon the execution of this Authorization to Buy Form, Client further authorizes Edelman to enter into an insertion order or other agreement for the Media purchase with a media company ("IO"). Client understands that the terms of an IO may conflict with the terms of its Agreement with Edelman; Client may be responsible for charges associated with the cancellation or alteration of the Media purchase; and Edelman is not responsible for any acts or omissions of the media company.

Client understands and agrees that it will be solely responsible for payment for the Media. For all Media purchased by Edelman on Client's behalf, Client agrees that Edelman shall be held solely liable for payments only to the extent that proceeds have cleared from Client to Edelman for such Media purchase; otherwise, Client shall be solely liable to all third parties for the purchase of the Media, and shall indemnify Edelman from and against any claims brought by the media company for payment for any Media.

The terms and conditions contained in this Authorization to Buy Form shall control and govern the Media purchase hereunder and to the extent any terms and conditions in this Authorization Buy Form are in conflict with those of the Agreement and/or SOW, this Authorization Buy Form shall control and govern with respect to this Media purchase.

The parties agree to the following Media purchase:

**Google AdWords and Twitter amplification not to exceed \$8,000 per month.**

ACCEPTED AND AGREED TO ON THIS \_\_\_ DAY OF \_\_\_\_\_, 201\_\_.

Client: **Hayman Capital Management L.P.**

By: \_\_\_\_\_

Printed Name: **Parker Lewis**

Title: **Associate**

*Signature for Edelman ATB Form - [UDF Exposed Campaign]*