

Message

From: Zilka, Jeff [Jeff.Zilka@edelman.com]
Sent: 1/4/2016 12:53:08 PM
To: Parker Lewis [PL@haymancapital.com]
CC: Manzini, Chris [Chris.Manzini@edelman.com]; Geller, Mike [Mike.Geller@edelman.com]; Damouni, Nadia [Nadia.Damouni@edelman.com]; McHugh, Ted [Ted.McHugh@edelman.com]; Campbell, Rob [Rob.Campbell@edelman.com]; Marose, Gregory [Gregory.Marose@edelman.com]
Subject: RE: For review: Key Messages/Talking Points and Summary Communications Plan

Parker,

We look forward to your comments, but briefly, we are not inclined to volunteer that you had initially posted anonymously to Harvest, and would prefer to deal with this as a Q&A.

We do think we can boil the messages and talking points down further, but wanted to make sure we had the salient facts in your argument. Your comments will be helpful in doing the next iteration.

Thanks,

Jeff

From: Parker Lewis [mailto:PL@haymancapital.com]
Sent: Sunday, January 03, 2016 10:22 PM
To: Zilka, Jeff
Cc: Manzini, Chris; Geller, Mike; Damouni, Nadia; McHugh, Ted; Campbell, Rob; Marose, Gregory
Subject: Re: For review: Key Messages/Talking Points and Summary Communications Plan

Thanks Jeff

Will provide detailed comments in the morning but I think this helps frame the situation well.

A few general comments / thoughts for you and your team to think about:

1) Do we need to incorporate and specifically address the fact that we posted documents anonymously to Harvest. Why we were anonymous; why we are now putting our name on it, etc.

2) After the background, should we try to boil down the summary concepts of A) UDF's ponzi-like real estate scheme, B) management continually misleading investors / management's lack of credibility, C) the insolvency of UDF's borrowers and D) ultimately the insolvency and likely bankruptcy of UDF IV

I think we currently lack this and it is key if we want to communicate how this all translates to the pending impact to UDF's share price.

Will send more comments specific to the docs in the morning; thanks for sending this over today, much appreciated

Parker

Sent from my iPhone

On Jan 3, 2016, at 5:23 PM, Zilka, Jeff <Jeff.Zilka@edelman.com> wrote: