

Message

From: Parker Lewis [PL@haymancapital.com]
Sent: 1/22/2016 10:58:03 PM
To: J. Kyle Bass [k@haymancapital.com]
Subject: FW: Hayman Launch Day Planning
Attachments: 1A74DD25-F5A8-4A15-9510-4239045E626E[3].png; 4596255B-F376-4FD6-9AB6-35958ED7B859[3].png; image001.jpg; Hayman Earned and Digital Launch Plan FOR CLIENT REVIEW 1.22.docx

See attached media plan

[cid:image001.jpg@01c84251.44A3D170]

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From: Holmes, Allie [mailto:Allie.Holmes@edelman.com]
Sent: Friday, January 22, 2016 4:20 PM
To: Parker Lewis <PL@haymancapital.com>
Cc: Marose, Gregory <Gregory.Marose@edelman.com>; Campbell, Rob <Rob.Campbell@edelman.com>; Agnew, Shea <Shea.Agnew@edelman.com>; Manzini, Chris <Chris.Manzini@edelman.com>
Subject: Hayman Launch Day Planning

Hi Parker -

Per our discussion earlier, attaching Launch Day Planning document, which outlines our strategies for both Plan A and Plan B scenarios.

Greg and I are available this afternoon to walk you through this, and answer any questions, and make any edits you might have before we put in front of Kyle.

Let us know the best time to connect, and I'll send a scheduler.

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cid:image001.gif@01CD9BD6.426A1ED0]

[Description: Description: Description: Description: Description: Description: Description: Description:
cid:image002.png@01CD9BD6.426A1ED0]

Allie Holmes

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Hayman Capital/UDFexposed.com Site Launch & News Release Earned & Digital Recommendations

TIMELINE

Mon, Jan 25 – Hayman alerts stakeholders of intention to go public; secure potential broadcast exclusive

Tues, Jan 26 – Kyle debate prep, if available

Wed, Jan 27 – Kyle debate prep, if available; LAUNCH DAY (launch site, Twitter handle, media blitz)

EARNED MEDIA BLITZ

Tier 1 media/NYC:

- **CNBC (David Faber) – Ideally broadcast exclusive**
- Bloomberg (Kathy Burton, Saijel Kishan, Simone Foxman)
- NYT, Deal Book blog (Alex Stevenson)
- **Investment News (Bruce Kelly)**

Tier 1 media/DC:

- Washington Post (Rena Merle)
- Politico (Zach Warmbrodt)
- Morning Consult (Gabe Rubin)
- Morning Money (Ben White)

Tier 1 media/Dallas

- **Dallas Morning News (Steve Brown)**
- **KXAS NBC Dallas – Investigative team**

- Reuters (NYC)
- CNN Money (NYC)
- Financial Times (NYC)
- HFMWeek (NYC)
- Pensions & Investments (NYC)
- Forbes (NYC)
- Absolute Return (NYC)
- Bloomberg TV (NYC)
- Fortune (NYC)
- National Real Estate Investor (NYC)
- Think Advisor (NYC & DC)
- WealthManagement
- Barron's (NYC & DC)
- The Hill (DC)
- Dallas press (DBJ, DCEO, nat'l bureaus)

Tier 2 media:

LAUNCH PLAN A

- **Break story with WSJ exclusive, Greg Zuckerman**
- Site goes live
- **Google AdWords campaign launch (~\$1,000 for Day 1)**
- **Broadcast exclusive with CNBC**
- **Media blitz to prioritized media list**

LAUNCH PLAN B

- **Twitter Strategy:** If the WSJ article does not run in time, Edelman proposes **using Twitter** as a medium to break the news and **generate additional earned coverage from media elements.**
 1. **We propose pursuing a tweet from David Faber (@davidfaber) exposing UDF as a Ponzi-like scheme based on Hayman Capital's research,** with ask to include @UDFexposed handle and UDFexposed.com URL.
 2. Once Faber tweets, @UDFexposed with share Faber's tweet with a link to UDFexposed.com.
 3. **The @UDFexposed tweet will include paid promotion targeted to media and financial interests.**
 - a. Day 1 budget should account for up to \$2,000.
 4. If Faber is not an option, **we propose following the aforementioned paid promotion techniques** but instead utilizing the @UDFexposed handle to break the news.

5. With either option, Edelman will update the @UDFexposed Twitter presence to include look and feel from the microsite.
 6. After reveal, Edelman will aim to **post approximately 2-5 tweets per week**, including links back to the microsite and re-shares of supporting press coverage.
 7. In advance of activation and thereafter, Edelman will share a content calendar with the week's tweets as well as a list of individuals (e.g. David Faber) that we recommend following.
- **Google Strategy:** As the news is first revealed via digital first, Edelman proposes building upon interest in the breaking news by **putting paid spend behind keywords (e.g. "UDF" or "Texas real estate scheme") on Google. The paid keywords will capture interested traffic that the Twitter reveal has generated—and drive users back to the UDFexposed.com site.**
 - a. Week 1 budget should account for up to \$4,000
 - **Yahoo! Finance Contributors Post:** Based on the high concentration of retail investors and financial advisors relying on Yahoo! Finance, we recommend re-purposing Kyle's microsite letter via a post on the Contributors page. Carl Icahn and many other investment managers are currently active posters on the platform. We can work with Yahoo! Finance's interactive editor, Phil Pearlman, to get our content placed.