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**From:** Geller, Mike [Mike.Geller@edelman.com]  
**Sent:** 2/18/2016 1:13:14 PM  
**To:** Marose, Gregory [Gregory.Marose@edelman.com]; @Edelman Hayman Capital Team [EdelmanHaymanCapital@edelman.com]  
**Subject:** RE: Hayman Today

Ok not on the ground until later tonight talk tmrw

----- Original message -----

**From:** "Marose, Gregory" <Gregory.Marose@edelman.com>  
**Date:** 02/18/2016 1:58 PM (GMT-05:00)  
**To:** "@Edelman Hayman Capital Team" <EdelmanHaymanCapital@edelman.com>  
**Cc:**  
**Subject:** Hayman Today

Team –

Per Allie's call right now, Hayman does not want to be too public today. Mike-there's a probable reason I can call you about if you want.

I did reach out to Bloomberg and WSJ with the local NBC link. Dave/Heather already have a lot of on-the-record material from Kyle to write if they chose and Zuckerman is looking into this with FBI now.

Other than that, I'll hold on going back to Kelly at Investment News and others. Sounds like we will hold on digital until further direction too.

All this said, we should assume Kyle won't be able to resist calling his pals at BI, Forbes, etc....but that's on him.

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**From:** Geller, Mike  
**Sent:** Thursday, February 18, 2016 1:26 PM  
**To:** Holmes, Allie; @Edelman Hayman Capital Team  
**Subject:** RE: (NS1) NBC Dallas FW: FBI Raids Housing Financial Firm in Grapevi

Completely agree

----- Original message -----

**From:** "Holmes, Allie" <Allie.Holmes@edelman.com>  
**Date:** 02/18/2016 1:24 PM (GMT-05:00)  
**To:** "Geller, Mike" <Mike.Geller@edelman.com>, "@Edelman Hayman Capital Team" <EdelmanHaymanCapital@edelman.com>  
**Cc:**  
**Subject:** Re: (NS1) NBC Dallas FW: FBI Raids Housing Financial Firm in Grapevi

Hello all -

I know this has already begun. Let's begin the media blitz immediately, cascading this link to the following

- Start with journo's working in live stories – Bloomberg and DBJ
- Next to media who have postponed stories (WSJ)
- Next to outlets who've already written, seeking updates to their original posts/stories (Fortune, Forbes, BI, DMN, etc.)
- Next to outlets who initially declined to write

Greg – Rob is out sick today. Can your team help us activate digital/paid rollout:

Activate Google Adwords immediately

Re-tweet news as it comes in

Look to push a first tweet with a friendly (possibly a Bloomberg)

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**From:** "Geller, Mike" <[Mike.Geller@edelman.com](mailto:Mike.Geller@edelman.com)>  
**Date:** Thursday, February 18, 2016 at 12:15 PM  
**To:** Parker Lewis <[PL@haymancapital.com](mailto:PL@haymancapital.com)>, "@Edelman Capital Team" <[EdelmanHaymanCapital@edelman.com](mailto:EdelmanHaymanCapital@edelman.com)>  
**Subject:** RE: (NS1) NBC Dallas FW: FBI Raids Housing Financial Firm in Grapevi

Exactly what we needed to blow this story wide open

----- Original message -----

From: Parker Lewis <[PL@haymancapital.com](mailto:PL@haymancapital.com)>  
Date: 02/18/2016 1:14 PM (GMT-05:00)  
To: "@Edelman Hayman Capital Team" <[EdelmanHaymanCapital@edelman.com](mailto:EdelmanHaymanCapital@edelman.com)>  
Cc:  
Subject: FW: (NS1) NBC Dallas FW: FBI Raids Housing Financial Firm in Grapevi

Parker Lewis  
Hayman Capital Management, L.P.  
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214.347.8043 Direct  
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[PL@HaymanCapital.com](mailto:PL@HaymanCapital.com)

-----Original Message-----

From: Parker Lewis (HAYMAN CAPITAL MANAG) [<mailto:plewis57@bloomberg.net>]  
Sent: Thursday, February 18, 2016 12:14 PM  
Subject: (NS1) NBC Dallas FW: FBI Raids Housing Financial Firm in Grapevi

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NBC Dallas FW: FBI Raids Housing Financial Firm in Grapevine  
2016-02-18 18:03:27.146 GMT

<http://www.nbcdfw.com/news/business/FBI-Raids-Large-Housing-Financial-Firm-in-Grapevine-369296121.html>

PageExcerpt:

The FBI on Thursday raided the office of a Grapevine company that has financed more than \$1 billion in residential development across Texas, but some say the company operates as a Ponzi scheme. Agents were seen carrying boxes out of United ...