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**From:** [REDACTED]  
**Sent:** Friday, April 25, 2014 6:28 PM  
**To:** Tyler Shears  
**Cc:** jeffrey epstein  
**Subject:** Re: next steps

Hi Tyler,

I'll call you now. Ok, I will refresh the websites again. And will send you and Jeffrey, the private foundation profiles I talked about-- so we can copy that.

Thanks,

[REDACTED]

On Apr 25, 2014, at 2:20 PM, Tyler Shears <shears.t@gmail.com <mailto:[REDACTED]>> wrote:

[REDACTED] - I tried calling you twice, phone is on rest of day. We cannot afford to put JE name in title of any articles right now. The negative press is overwhelming and will trigger negative spin off. This is similar to what we discussed yesterday [REDACTED].

We must speak on behalf of what the foundation is doing this month - and create more press opportunity there through action if need be. People are unlikely to slander a positive foundation even with the negative press around JE at the moment... I know you agreed yesterday so just want to make sure we are saying same thing here.

Making the next round of fresh content updates to existing Epstein sites should be our priority this week.

Jeffrey - I strongly encourage you to you enable us on the creation of foundation profiles - that is something that can and will work to solidify the first page. My understanding is they require an EIN but couldn't you just create a shell EIN for us to use on your behalf to secure these profiles?

I have a nice list of stories we could speak on... but like I mentioned above I don't think it is safe to have you quoted or included in title right now. This will all pass ... must be patient. I know it sucks.

Side note - I've done some homework to determine who might be tipping off daily mail / keeping them focused on this. I have reasons to believe I know who this is... and I doubt there's anything we can do about it. It explains to me why Daily Mail is chasing your story so aggressively. Let's just say it's a girl that used to live in Palm Beach and is now in the UK, and has a vendetta. I think most other sites will stop following this in the near future if press slows down... but Daily is not going to let go.

If you would like to discuss face to face let me know - I can make a trip or do a Skype call. I want you to know our agreement still stands, despite recent press. It's going to take longer... but we are in still.

Sincerely,

Tyler

On Thu, Apr 24, 2014 at 1:45 PM, [REDACTED]  
<mailto:[REDACTED]> wrote:

Hi Jeffrey and Tyler,

Given the flood of awful press:

1. we need more feature articles with Jeffrey's name in the title. The positive Huffington is holding up extremely well on the first page. We need to duplicate that. Tyler, you mentioned you would get back to me on topics discussed with Jeffrey.

2. we should copy the google success of other private name foundations whose owners have also had scandal/bad press in their life: classic example is George Kaiser. I'm doing a summary of these people and their 1st page google listings. Will send to you and then let's implement. It might mean creating a separate EIN number-- but we can review that later. will send you the report asap.

for example: George Kaiser Family Foundation:  
Google's 1st page:

- \* his .org has 2 listings
- \* celebrity net worth
- \* glasspockets-- Foundation Directory Online
- \* Bornrich.com <<http://Bornrich.com>>
- \* Postitive press from Bloomberg BusinessWeek
- \* Forbes net worth ranking
- \* therichest.com <<http://therichest.com>>

If I can pull out five to 10 of these profiles, we should duplicate what is actually WORKING...

I'll be in touch with this asap.

thanks,  
[REDACTED]

[REDACTED]

cell [REDACTED]  
email: [REDACTED] <mailto:[REDACTED]>