

**To:** JEFFREY EPSTEIN[jeevacation@gmail.com]  
**From:** TOMMY MOTTOLA  
**Sent:** Thur 2/11/2010 11:23:28 PM  
**Subject:** Fwd: Fashion roll-up VERY ROUGH

Begin forwarded message:

**Date:** February 11, 2010 12:28:49 PM EST  
**To:** Hunter ██████████  
**Cc:** Joanne Oriti <██████████>  
**Subject:** Fashion roll-up

Here's where I'm at so far...

## FASHION ROLL-UP

Digital media will become the #1 platform for fashion and fashion consumers with the advent of the ipad. Magazines will now have moving images replace still images. Photographers will now become directors. Models will now be actresses, as these pages come to life!

We would capitalize on this digital revolution and become the worldwide leader in the area of content and i.p. by producing, owning and controlling this content thru distribution to all Digital, Mobile and TV portals.

Using IMG and LIVE NATION as our model we would both manage and own the assets. The assets in this instance being content; still and moving images.

Build and feed these assets through a network of fashion-oriented businesses such as a global TV Network (Fashion TV), and web and mobile portals. (Fashion Trust).

In acquiring or partnering with a service company company like Pier 59 Studios in NY & Santa Monica we would own the stages; cameras; lighting and post production facilities. Which would allow us to produce the highest quality digital content at a lower cost than any competitor.

Managing the photograher's who create this I.P. We would control market value and well as distribution platforms.

We would promote all our assets through the convergence of our acquisitions ; Next Models; Pier 59 Ptudios; 359 Productions; Fashion Trust portal; Fashion TV; Photographer's Management Co.