

To: Jeffrey Epstein[jeevacation@gmail.com]
From: Sarah
Sent: Tue 11/10/2009 5:01:13 PM
Subject: Fw: GO3 next step partnership

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From: "Samson, Imelda" <[REDACTED]>
Date: Mon, 9 Nov 2009 14:24:38 -0500
To: Tove Skarsheim<[REDACTED]>
Cc: Geir Frantzen<[REDACTED]>; Sarah<[REDACTED]>;
Tsai, Jennifer<[REDACTED]>
Subject: RE: GO3 next step partnership

I had forwarded everything to Dr. Fuster and according to his academic administrative assistant Jennifer Tsai, it is all being taken cared of.

If you need anything else – let me know.

Imelda

From: Tove Skarsheim [mailto:[REDACTED]]
Sent: Friday, November 06, 2009 6:48 AM
To: Samson, Imelda
Cc: Geir Frantzen; Sarah
Subject: GO3 next step partnership

Dear Imelda,

Thank you so much for sending over the study yesterday. Very interesting work.

We are very pleased that Dr. Fuster is interested in working with the Duchess of York and the rest of the GO3 team on this project. I had the pleasure of meeting Dr. Fuster a while back, and I know that he has had some good meetings and dialogue around the project with the Duchess since then. We are looking very much forward to taking this to the next level. Please find some thoughts around the partnership

below as promised to Dr.Fuster in the last meeting.

We have been told by Geir Frantzen that Dr.Fuster and the team would be interested in doing a piece of research on the GO3 products showing the benefits of Omega-3. We are very interested in conducting such a project with a professional team, as this could be a fantastic opportunity to get this important message out to as many people as possible through our excellent spokes people and to build a strong brand for Omega-3.

I am not sure about how much detail that has been communicated around the actual research project so far in the meetings with Dr. Fuster, the Duchess and Geir Frantzen. From our point of view, the next step of this should be a discussion with the team to understand what kind of research Dr. Fuster had in mind when suggesting this. We would also like to present the new product formulation to Dr. Fuster, as the testing should be done on this specific product. The product will be a highly concentrated Omega-3 oil with added D-vitamins. More detail on product specification will come later as this is still in the development phase. We would see it as an advantage for the project going forward that Dr. Fuster and his team can see the product in the development phase as they might have feedback on the formulation.

GO3 is delighted about the opportunity to work with the very best within this field. We believe that this project will bring a lot of benefits to the partners involved and will work on finding a partnership model that will benefit all parties.

It is our understanding that Dr. Fuster wants to create funds for the important work and research that is done through his organization. There are different ways of setting this up, but we would like to discuss a model first where every purchase gives a contribution to building these funds. This could be combined with a first time contribution that will work as a start up fee for the research and to get the partnership going. The actual numbers on these elements and payment terms will be discussed between Keith Frankel, Geir Frantzen and Dr. Fuster.

Furthermore, when the brand is profitable and running we can create special campaigns for the fund to create attention around special projects. Having a percentage of every purchase being donated to the fund will secure a income stream to the project over time and will also give the opportunity for American consumers to feel involved in supporting an important cause.

To build the credibility of the brand we would in return like Dr. Fuster to be involved in the GO3 brand out to the consumers. We need to discuss how this can be done in a manner that will suit all involved , but the elements we would like to discuss are:

- Use of quotes from Dr. Fuster about the benefits of Omega-3 on the GO3 website
- Use of references to the research on the web site
- Use of quotes or interview with Dr. Fuster in the infomercial
- Use of research reference on pack after research has been conducted.
- Use of reference to Dr. Fuster in PR initiatives
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I hope that this can create a platform for further discussions. Please don't hesitate to contact me if you have any immediate questions.

Best regards,

Tove Skarsheim

Marketing Director GO3

[REDACTED]

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