
From: jeffrey E. <jeevacation@gmail.com>
Sent: Saturday, July 18, 2015 9:30 AM
To: Pritzker, Tom
Subject: Re:

i understand the exhausted part

On Fri, Jul 17, 2015 at 9:25 PM, Pritzker, Tom <[REDACTED]> wrote:
<=lockquote class="gmail_quote" style="margin:0 0 0 .8ex;border-left:1px=#ccc solid;padding-left:1ex">

On the plane headed to Oxford. Need to sleep.

I really like Ariana and admire her for what she is trying to do. The degree of difficulty is very high. She's fighting several national systems, a boys club, a family with brand confusion, the disruptive world etc. I suggested to Ariana the idea of hiring TPO for \$1.00, we would spend her money putting together a strategic plan and then try to figure out how to execute on that plan. Joe (the guy who I brought in to run TPO) and I discussed it after she left. We were exhausted just hearing her very cogent and well-reasoned description of the challenge. Joe thinks it goes into the box labelled "too tough" D. I suggested we think of a deal we couldn't refuse. She wanted to speak with Benjamin about this which is fine. We left the ball in her court to come back to us. Joe is probably right, but I like Ariana and it's a very interesting dynamic.

C2 tjp

From: jeffrey E. [mailto:jeevacation@gmail.com]
Sent: Friday, July 17, 2015 07:33 PM
To: Pritzker, Tom
Subject:

??

--

please note

The information contained in this communication is confidential, may be attorney-client privileged, may constitute inside information, and is intended only for the use of the addressee. It is the property of JEE. Unauthorized use, disclosure or copying of this communication or any part thereof is strictly prohibited and may be unlawful. If you have received this communication in error, please notify us immediately by return e-mail or by e-mail to jeevacation@gmail.com <<mailto:jeevacation@gmail.com>> , and destroy this communication and all copies thereof, including all attachments. copyright -all rights reserved

The contents of this email message and any attachments are intended solely for the addressee(s) and may contain confidential and/or privileged information and may be legally protected from disclosure. If you are not the intended recipient of this message or their agent, or if this message has been addressed to you in error, please immediately alert the sender by reply email and then delete this message and any attachments. If you are not the intended recipient, you are hereby notified that any use, dissemination, copying, or storage of this message or its attachments is strictly prohibited.

--

please note

The information contained in this communication is confidential, may be attorney-client privileged, may constitute inside information, and is intended only for the use of the addressee. It is the property of JEE. Unauthorized use, disclosure or copying of this communication or any part thereof is strictly prohibited and may be unlawful. If you have received this communication in error, please notify us immediately by return e-mail or by e-mail to jeevacation@gmail.com <<mailto:jeevacation@gmail.com>> , and destroy this communication and all copies thereof, including all attachments. copyright -all rights reserved