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From: **eastman@redfishcreative.com** <eastman@redfishcreative.com>

Date: Wed, Jun 18, 2014 at 8:24 AM

Subject: Re: A few questions for RedFish

To: [XXXXXX]

Cc: Eastman <eastman@redfishcreative.com>

Hello [XXXXXX].

Very nice to speak to you and learn a bit about your objectives as a group.

My thoughts are that approaching this as a client-service company situation (whereas you the client and Redfish Creative the service company) with each of your "companies of interest" are **projects**. So once retained, we would conference with you to establish the overall scope of things, objectives, number of projects, timing, expectations etc.. Subsequently we would craft a plan and content strategy for each project. We would like to see 3-4 projects commence initially and could package services in a more affordable way in that situation. I've attached various documents regarding Redfish, article pricing, campaign pricing etc. Please note that these are boiler plate documents and we can get to a fine crafted proposal for your group once we move forward a bit and understand each other more.

If you have input for this idea, please lets talk about it individually or as a group discussion.

Please see below for my responses to your inquiries.

On Jun 16, 2014, at 3:13 PM, [XXXXXX] wrote:

Dear John,

Thank you again for your time today. As I mentioned, it would be useful if I can pass around an email to my partners with a few questions so that we can all get on the same page. As with your team, we are a bit scattered over several states.

My questions are all in CAPS, so you can just write below the questions in normal case so we can tell who wrote what.

Apologies that much of this is redundant with our call. And thanks again for your time. It would be great if we can get started on something soon. If there is anything important that I left out below, feel free to add. You clearly understand the critical issues much better than I do, so I may have forgotten some key points.

Let's plan on speaking again by phone by the end of the week.

QUESTION #1 - PLEASE GIVE A BRIEF OVERVIEW OF THE CONTENT STRATEGY AND WHAT OUTLETS YOU THINK ARE BEST. (SEEKING ALPHA, YAHOO, MOTLEY FOOL, CHAIRMANS BLOG, BLACKANDWHITE, SMALL CAP CITY). WHAT HAS WORKED BEST FOR YOU IN THE PAST ?

The content strategy is developed for each individual company as very often they are in different stages, have different short and long term objectives and goals, market caps, etc. and need different elements to help them. Often the content strategy will commence with some research on our end to see what content is out there at present, how they are perceived, what problems to overcome, etc. We will also discuss as much as we can with the company itself to determine upcoming catalysts, possible PR events, news in general etc.

After we analyze research, we will put together a effective strategy. One again, we have found over the years that they are very individualized strategies, even if in the same industry and market space. As it becomes more clear, we will select a combination of interview, blogs, articles, etc. and look for publications that we believe will benefit that project. Yes www.seekingalpha, motley etc. are targets. But there is flavor or type of publication for each company etc. It is not a catch all. It all highly depends on the research, their market cap, and how we feel we can penetrate in a organic content method manner. As mentioned in our conversation, we often have to publish content on multiple outlets and link to each other for best results. We don't want to recycle, repurpose, or rehash press releases for content, we want organic content. Investor boards (blogs) are also excellent to drive up interest. If they don't have them, we can create them. This is part of the overall strategy for each company and proper and professional investor boards are very effective. I can explain that in more detail once we are engaged.

QUESTION #2 - PLEASE SEND A FEW LINKS TO ARTICLES REDFISH HAS DONE IN THE PAST. I ALREADY HAVE THE ONES FROM EASTMAN, SO A FEW FROM YOUR OTHER AUTHORS WOULD HELP US SET EXPECTATIONS ON CONTENT AND QUALITY FROM DIFFERENT AUTHORS.

There are 4-5 authors in the immediate circle, and some outside that write for clients (private) and (public) but do so under the radar as their day jobs dictate. The majority of current writers have been off on private company projects in such industries as Green parking facilities, oil and gas, biotech, etc. Private writing often is tied into SEO campaigns. Redfish has very specific expertise in SEO. It is one of our strong points in industry and content is a major aspect of that. This will benefit your investor companies as we can help raise their presence on the web and in publications.

Here are a few articles for your review. I wouldn't lend much to them though as to see what Redfish has been up to lately. Most of them have been writing for private firms lately. Also, a few of them are working on books or are book editors and have been off on other projects.

Please understand that we are protective of our relationships here for business reasons and do not want to arrange relationships with our writers with clients. Redfish is key because we have the research tools, knowledge, and skills to set up a effective content strategy. After that, the writers function as execution only, an important but smaller part of the entire gear if you understand.

<http://seekingalpha.com/article/1317631-why-these-4-gold-stocks-deserve-a-place-in-your-portfolio>

<http://seekingalpha.com/article/598451-smart-biotech-management-for-clinical-trial-paths>

<http://seekingalpha.com/article/1185381-windows-of-opportunity-in-mobile-advertising-firms>

<http://seekingalpha.com/article/511611-bayer-and-triis-therapeutics-partnership-is-moving-forward-with-milestone-confirmations>

<http://seekingalpha.com/article/1120381-the-momentum-of-triis-therapeutics>

QUESTIONS #3 - PLEASE DESCRIBE WHERE YOU ARE BASED AND WHAT YOUR TEAM / STAFFING LOOKS LIKE.

Redfish Creative is based in Pittsburgh, PA. The 2 founders are from Ohio and PA. We work frequently and have a presence in NYC, Ohio, Harrisburg and Miami. There are 2 principles, 3-4 people in immediate staff (writers, copy editors, researchers, programmers-designers etc.), and 6-8 in a secondary circle, with another 4-5 significant contractors. Redfish is unique in industry because we develop on both the backend (programming) and front end of technology products and content. We do so for clients who are graphic design forms, product developers, etc. magazine publications. A good analogy is that very often we are the engine of a project (the code for how a website or online product works), the

content behind the article or series of articles-interviews) as well as the body that the public sees, but sometimes we are just one or the other as well.

In terms of content and raising the interest level in a private or public company, we are SEO experts and blend a keyword strategy (SEO) and content strategy together. This is key.

QUESTION #4 - PLEASE PROVIDE ANY GENERIC REFERENCES FOR PAST CLIENTS OF REDFISH (IE. WHAT TYPES OF CLIENTS WERE THEY AND ANY INDICATION OF THEIR SIZE OR THEIR NEEDS). THIS WILL HELP US COMPARE TO OUR OWN SITUATION.

SEE ATTACHED INFO PLEASE

Our website [www.redfishcreative.com](http://www.redfishcreative.com) has some of this information. We have just finished a significant SEO campaign for a company that is in the green parking facilities business in the Boston area. They went from page 20 or so on a Google search to page 1 in 4 months time. This was done with a technical keyword and content strategy. We were working for a design firm at the time who was the primary with the client. We have also worked over a 3-4 year period of time with a Investor Relations-Social Media firm in NYC. They represent about 20 firms. We built their entire social media structure and content plans.

It is not possible for me to give you lists of content clients as we have agreements to not do so. If you think about this please, you should understand why we would not reveal our clients and why they would not want us to. A good indication though is that if you look at the subject companies we written about (ticker symbol) we were likely retained to by someone with an interest in those firms. It is never the company itself, but rather an **IR firm**, individual investor, or group of investors. Other times it is social media firms who represent the company also.

QUESTION #5 - PLEASE PROVIDE A FEW OF YOUR OWN PERSONAL CREDENTIALS (BANKING CREDITS, TECHNOLOGY BACKGROUND, APPLE STORE)

Christian Zagarskas, Partner, has a degree from the Art Institute in Multimedia. He runs our technology officer, runs all web and programming projects and shares creative strategy and production tasks with John Eastman. He is a master programmer and SEO expert, at the top of his game. He has over 8 years experience in working in industry and has designed complex web and data systems to basic sites, to multitiered web commerce systems and entire online publications. He has designed and developed online and print magazines for clients and has been the driving force in getting them in the Apple online store and Barnes & Noble Nook devices and retail stores. Zagarskas also developed energy efficient products and exhibits as an artist.

John Eastman runs the business aspect of Redfish Creative, consulting and content. He shares creative strategy duties with Christian Zagarskas. Eastman has a business administration background and 28 years hands on business experience in creating high tech, real estate, and artistic firms. Client projects include FDIC, Office of Thrift Supervision, IR firms in NYC, Banking relationships and long term projects with Mellon Bank (now BNY Mellon)--designed a portfolio management project) loan serving firms as a software developer (Lane Noland Smith), Equibank, (acquired by PNC). Eastman has an in-depth knowledge of the FDA clinical trial process, biotech-biopharma approval process, and has worked with CEO's in interviewing, and publishing articles about their firms. Eastman also exhibits as an artist (painter, furniture designer-builder, sculptor, and installation artist, and has built a company store and brand ([www.eastmantribe.com](http://www.eastmantribe.com))).

Essentially, Eastman and Zagarskas are right-left brain people. This proves beneficial in multiple ways for our client base.

Redfish Creative is an Apple, Adobe, and Google partner on various levels.

QUESTION #6 - PRICING. PLEASE PROVIDE A DESCRIPTION OF THE DIFFERENT LEVELS OF PRICING AND WHAT IS PROVIDED AT THOSE LEVELS. ALSO, PLEASE PROVIDE ANY CONTRACT TERMS (IE. HOW MANY MONTHS MINIMUM ETC).

I've attached some of our boiler plate info here. We want to engage with you for multiple projects (companies) and so I think we can reduce some costs to some extent by doing so. I'll sharpen the cost projections as we proceed forward in our discussion if that is acceptable please.

QUESTION #7 - PLEASE DESCRIBE THE STRATEGY FOR GETTING ARTICLES PUBLISHED ON COMPANIES WHICH ARE NORMALLY TOO SMALL TO GET PUBLISHED. WE WILL LIKELY HAVE A FEW OF THESE SO THIS WILL BE IMPORTANT. ANY EXAMPLE ARTICLES WOULD BE USEFUL. IE. ANYTHING ON HOOTERS OR OTHER SMALL COMPANIES YOU HAVE WORKED ON.

I'm happy to give you some surface information here, but revealing too much of our strategy gives away our knowledge set that we have spent years developing and is the relevant reason for retaining us.

Often a small cap firm (under \$300M) cannot get published. We will (after a content strategy) create several pieces of content, locate one on a blog or site that we control or have significant influence over, and then include a mention or about that firm on a large content site. We also group like industry firms together and do multiple company articles. We find that effective.

QUESTION #8 - ANYTHING ELSE THAT YOU FEEL WOULD BE OF INTEREST TO MY PARTNERS.

I feel we can be effective for your objectives expressed so far because we have multiple significant tools and resources to do so, along with a rich knowledge set of both the technical (WEB, SEO, online tools) and content (writing, publishing, consulting). Our consulting practice has taken us to projects with large entities, small departments of large entities, government agencies, mid and small firms, and very small business groups and companies. We are strong on strategy and good execution, relentless on delivery. Once we are engaged with a client, their problems and goals become ours. It is just how we think and work.