

10 February 2012



Vicky Keahey
President, CEO
In-Sync Exotics
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Wylie, Texas 75098
United States

The Online
Reputation Guardians

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info@rexxfield.com

+1-408-916-5977

Dear Ms. Keahey,

Based on the preliminary review of your case, I propose the following course of action:

Department team leads will handle the case personally as follows:

- | | |
|----------------------------------|----------|
| 1. Digital forensics | MRR & HX |
| 2. Forensic linguistics (If req) | TBA |
| 3. Social engineering | MRR & SX |
| 4. Litigation support | MRR |

USA
8605 Santa Monica Blvd
#65206
Los Angeles, CA 90069

PO Box 4668 #65206
New York, NY 10163

DIGITAL FORENSICS & LITIGATION SUPPORT

CONFIDENTIALITY

Rexxfield will keep the nature of the case and personalities involved strictly confidential, and on a need to know basis. Details about your case will not be shared with any Rexxfield team members beyond those listed above, unless absolutely necessary or on a need to know basis.

EUROPE
PO Box 65
Helsinki 00101
FINLAND
+358(0)92316-9888

AUSTRALIA/NZ
PO Box 5668
Stafford Heights 4053
AUSTRALIA
+61 (0) 73040 2223

REFERENCES

We can provide attorney and client references to verify the quality and efficacy of our work for or tactical SEO business unit as well as forensics and litigation support.

ASIA Pacific
C-1-01 SME
Technopreneur
Centre 2 Cyberjaya
2260 Jalan Usahawan 1
63000 Cyberjaya
MALAYSIA

The Undersigned has a personal success rate of about 85% for positively identifying anonymous antagonists and or copyright infringers. Success correlates directly with our early participation in any given case. We can often positively identify the antagonists out of court, often without the target's awareness of the scrutiny; thus saving many months in delays caused by subpoena non-compliance by the offending websites administrators and Internet service providers.



EXPECTATIONS AND CAVEATS

We are generally able to achieve superior results in shorter time than litigation teams lacking our specialty skills and experience. For this reason REXXFIELD has been engaged by some of the world's largest law firms, law enforcement officials, celebrities, heads-of-state or their families and corporate general counsels amongst others, for these tasks. This is largely due to our practice of employing language that reduces filing deficiencies, valid resistance and manoeuvring room for both defendants and the ISPs being served with the record production requests. Such errors often necessitate recasting the filings and the loss of important evidence.

Some of the information we need to obtain is by its very nature "perishable". This is due to the common practice of Internet content and service providers ("ISPs") to delete and clear log files a mere six months from the date of creation (or less for Mobile Carriers). As such, time is very much the essence in many cases.

Your expectations must be reasonable with respect to both SEO and litigation support services. Although I have supreme confidence in the efficacy and professionalism of our team, the fact remains that there are people out there who do not like you and have made this sentiment unambiguously clear through their online activities. You can expect our results to range somewhere between success beyond your expectations down to complete failure to achieve your objectives. Notwithstanding, you can rest assured that results will be better than they would otherwise have been had you not engaged REXXFIELD.

Your personal and business reputation when attacked in this manner can be likened to a house fire; the blaze is well established, and REXXFIELD is the Fire Department. You must provide us with adequate water to douse the inferno, metaphorical this water is your financial investment towards the battle; but it also comes in the form of your emotional, physical and intellectual commitment to winning the fight. You cannot expect REXXFIELD to care more about restoring your good name than you do; this is a recipe for failure. Furthermore, all house fires result in damage. No matter how well trained and efficient the fire fighters might be in their job, ash and smoke will be part of their results. Our mandate; should you elect to engage us, is to do all we can reasonably do; inasmuch as it is possible, to reduce the amount of ash present when the fire is finally out; and then to do our best to assist you in the reconstruction and restoration efforts.

SUGGESTED COURSE OF ACTION

PRE-LITIGATION

First Responder On Call

If required for litigation or out of court investigations, REXXFIELD will make available a first responder to execute just-in-time forensic analysis and social engineering in order to preserve and document digital artifacts and evidence.



Digital Forensics and Social Engineering

The undersigned will personally execute various social engineering activities with a view to positively identifying your antagonists in a stealthy but law-abiding manner. This will give us a better overall perspective for out-of-court strategies and tactics as well as litigation, should it be pursued.

The undersigned will prepare evidence preservation requests for the various websites displaying the objectionable materials and defamatory or fake comments as well as other Internet service providers. These preservation requests should be withheld until such time that litigation is inevitable; this will avoid “telegraphing our punches” to the antagonists before it is absolutely necessary.

Forensic Linguistics

If required, one of our PhD Forensic Linguists will carry out authorship analysis on documents relevant to the case. They bring to the project decades of linguistic study experience, which enables them to apply linguistic analysis to identify authors' writing anonymously or pseudonymously. By comparing the authorship attributes of blogs and chats, as well as traditional formats such as editorials, they assist clients in identifying authors through their own words.

Examining the principles of discourse practice and grammatical structure is key to uncovering authors' identities by their work. Suspects' confirmed writings are compared to questioned samples and in many cases, common authorship can be ruled in or out. In conducting the analysis, we blend quantitative and qualitative approaches to arrive at thorough and accurate conclusions.

As independent and impartial consultants, our linguistic team has provided reports for law enforcement and legal counsel, for both the prosecution and the defense, on matters concerning authorship and other areas of forensic linguistic application.

LITIGATION SUPPORT

If you wish to litigate this issue, we will further assist your attorneys in demonstrating to the finders of fact the identity of the individuals responsible for the offensive material. Although you might reasonably presuppose the identity of the individual/s, if they are deposed or called to testify, then they need only deny authorship and the case could run aground. REXXFIELD uses methods that are completely legal and usually result in very compelling digital evidence exhibits, which do not leave much manoeuvring room for denial.

The undersigned will assist the litigation team in preparing a cause of action for filing with the lawsuit.

If deemed prudent, the undersigned will assist the litigation team in preparing an application for a temporary restraining order ("TRO"), pending subpoena requests and discovery responses. Such orders usually last only 10 or 14 days in most cases,



A handwritten signature in blue ink, appearing to be the initials 'R' and 'D'.

but our team will build a strong argument for a 90 or 120 day TRO, explained in plain English as to why the discovery process takes so long in these cases.

The undersigned will assist the litigation team in preparing subpoena requests for the various Internet service providers, including Google etc.

The undersigned will assist the litigation team in domesticating your subpoenas for enforcement in Santa Clara California if required. This is particularly important for Google because they are usually not very cooperative with out-of-state subpoenas and it has been our experience that they generally attempt to make it as difficult as possible for victims to prevail. This may be because they do not want copycats to be encouraged by the successes of other word-crime victims.

The undersigned will investigate the beneficial owners of each website that displays any of the defamatory material in order to effect subpoena service or depositions, or obtain relief if said owners are participants in the word-crimes.

Upon receipt of the evidence requested through the initial wave of subpoenas, THE UNDERSIGNED will analyze the information received and if necessary (likely) draft the second and third wave of subpoenas to join the dots from the public facing websites used by the antagonists, so that the source can be inexorably linked to their residence, place of work, or wherever else they have posted their diatribe.

Digital Forensics and Litigation Support

Primary Objectives:

The Fixed Fee for the undersigned's forensics and litigation support services as described herein for the purposes of positively identifying the existing antagonists and/or supporting defamation litigation will be **\$4,000.00**. Rexxfield will not charge for any additional services beyond this fee for the pendency of the case unless court appearance is required.

PAYMENT INSTRUCTIONS

Section (1): \$4,000.00 is due upon acceptance of this agreement.

Wire Transfer Payments to:	Rexxfield, LLC
Bank name:	Wells Fargo
Routing Number Checks:	104000058
Routing Number for Wires:	121000248
Account no:	7193665978
Bank Address:	72nd & Giles Papillion NE 68046

