On Oct 5, 2013, at 8:11 AM, Bevan [redacted] wrote:

> No reason to have Heinz in your bio. Cheddar cheaseball move.
>
> Sent from my iPhone
>
> On Oct 5, 2013, at 8:09 AM, jason@holmbycompanies.com wrote:
>
> > Done.
> > Got the mission. Operation Ketchup will be watered down.
> > Hunts only from now on.
> >
> > ---
> >
> > **From:** Devon Archer <darcher@rosemontseneca.com>
> > **Date:** Sat, 5 Oct 2013 11:07:05 -0400
> > **To: Bevan** [redacted]
> > **Cc:** jason galanis<jason@holmbycompanies.com>
> > **Subject:** Re: Spin Media Term Sheet
> >
> > Agreed. I also have more autonomy with that company as I own it with Hunter and he's willing to take on risk whereas with Rosemont Capital, Chris is much more risk averse. Hunter will work if we need him too as well.
> >
> > I am actually thinking we move all of my bios and everything across the board to Rosemont Seneca Partners and get any lift from that. I would also like to take Chris out of my bio across the board in our materials.
> >
> > Devon Archer
> > 646 436 3745
> >
> > On Oct 5, 2013, at 10:18 AM, Bevan [redacted] wrote:
> >
> > > Would be good to put some honey in Hunters pocket.
> > >
> > > Sent from my iPhone
> > >
> > > On Oct 5, 2013, at 3:50 AM, Devon Archer <darcher@rosemontseneca.com> wrote:
> > >
> > > > Very interesting. Let's discuss today.
> > > >
> > > > One subtlety is that I think we want to do with Rosemont Seneca SPV. It won't make a difference on economics other than we bring Hunter into the mix a little but without a commitment. I want to leverage Hunter more and he's a good guy for us to include.
> > > >
> > > > Devon Archer
> > > > 646 436 3745
> > > >
> > > > On Oct 5, 2013, at 1:43 AM, jason galanis <jason@holmbycompanies.com> wrote:
> > > >
> > > > > [redacted]
> > > > >
> > > > > [redacted]