

Request for PR Services Proposal

Date: November 24, 2012

Requested By:	Precium Fund, LLC (“Precium”) A Hedge Fund Subsidiary
Parent Info:	The parent company of the hedge fund is a multi-billion dollar Delaware Corporation. The hedge fund is a subsidiary of the parent. Precium is a special purpose subsidiary of the hedge fund.
Delivery Method:	Return Proposal Electronically; Email PDF To: Precium Fund, LLC Attention William Harshire, CEO william.harshire@nym.hush.com
RFP Deadline:	December 8, 2012
Scope:	Engineer and deploy a PR counter offensive to turn the table on an avalanche of negative publicity surrounding several investment/jobs creating projects which Precium has an obligation to become involved pursuant to a “Put Option” contract. In other words, a third party is going to exercise a “Put;” thereby forcing Precium to acquire/invest in the negatively viewed projects. The negative PR environment must at least be neutralized before Precium’s direct involvement. An element of the PR campaign must be to defend and repair the reputation of a relatively high-profile individual who is at the center of the negative PR storm. The underlying facts are very confusing, complex, and unfortunate. Competitors of this individual encouraged the Associated Press and several national publications to write incendiary stories about this individual; severely injuring his reputation. The competitors told the individual if he would pay them money, they would stop the negative stories. There is almost universal belief by those who read the stories about the individual that the stories are true even though the stories are not true. That false perception needs to be corrected before Precium can proceed with its legal obligations. The monetary stakes are very high for Precium, as its investment in the project would inevitably be lost without a successful counter offensive PR campaign.
Profile:	High. Negative stories covered by Wall Street Journal, Bloomberg News, Associated Press, and Multiple Trade Publications. Counter offensive may require the use of lobbying firms in Washington D.C. There is a political undercurrent associated with this matter.
Budget:	<ol style="list-style-type: none">1. \$500,000 for first ninety (90) days (all-out counter offensive)2. \$500,000 for next nine (9) months3. \$500,000 for next following twelve (12) months4. Twenty four (24) month total: \$1,500,000