



P.O. Box 6123
Newport News, VA
23606

March 19, 2009

Dear Mr. Goldman, Mr. Pettit and Mr. Shankman:

I received your letter today regarding my media connection service, HRMediaConnectionz and your concern that I “may have misappropriated the look and feel” of your client’s site and “may have copied some content created by your client...” First, it is completely untrue that I have misappropriated the look and feel of your client’s site or copied anything from your client’s site. The fact that you did not mention any specific wording or graphics that indicate that I have “misappropriated” part of the site indicate to me that you know this to be false. Secondly, your letter calls into question my ethics and implies that I am a thief, and I find that implication despicable, arrogant and slanderous.

The only similarity between my site and Mr. Shankman’s site is that I am connecting the media’s queries with potential sources – a concept that was not original to Mr. Shankman, but in fact, has been a service that many others provided long before he began HARO. In fact, I distinctly recall Mr. Shankman writing about taking on the subscription-based service ProfNet, and that executives from that service had falsely accused him of copying queries from that service. I find it beyond ironic that Mr. Shankman, now that he has turned his enterprise into a money machine, is using cannon fire to intimidate and bully a small, regional service that in no way competes with him or takes one dollar from his business, unlike the financial impact that his service had on ProfNet. I make zero dollars with this service. I have no plans to do so. The sole purpose is to create goodwill in the community where I live ... “karma,” as Peter Shankman regularly told his readers was the reason for his service until he began monetizing it.

You made mention that I say on my site that my service was inspired by Mr. Shankman’s service. That is true – in the same way that Fords inspired Chevrolets and Dodges, and then they inspired Toyotas and Hondas. They’re all cars. And just to remind Mr. Shankman, as I told him more than six months ago when he contacted me by email about this, I told Mr. Shankman in person in Los Angeles last May at the Communitelligence conference that I was going to do this, and he did not express any negative opinions about my plan at that time. If I had any thought that he would find my

local, non-for-profit service in any way competitive, I can assure you that I would not have sought him out to tell him about my plans. I was quite surprised and dismayed when I received unfriendly emails from him regarding this matter, but I thought this issue was resolved when we exchanged emails. To now get a letter like this now does not indicate that he “wishes to resolve this matter amicably.” If that was the intent, he would have done so by contacting me personally.

While my site already clearly states that it is not connected with Mr. Shankman’s service, I will gladly take down my reference to his service and disavow any connection with him. Nothing would please me more.

I hope the inclusion of a disclaimer on my site will conclude this discussion. Any future harassment will not be passively tolerated.

Sincerely,

Gail Kent