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**From:** eon333@libero.it  
**Sent:** Wednesday, February 18, 2015 8:42 PM  
**To:** BMcLaughlin@apcoworldwide.com  
**Cc:** Tom Darden (tdarden@industrialheat.co); JT Vaughn (jvaughn@industrialheat.co)  
**Subject:** R: New Mantras

Hi, Brian.  
Please find my answers along your text in capital letters:

----Messaggio originale----

Da: [BMcLaughlin@apcoworldwide.com](mailto:BMcLaughlin@apcoworldwide.com)

Data: 19/02/2015 0.29

A: "eon333@libero.it" <eon333@libero.it>

Cc: "Tom Darden (tdarden@industrialheat.co)" <tdarden@industrialheat.co>, "JT Vaughn (jvaughn@industrialheat.co)" <jvaughn@industrialheat.co>

Ogg: New Mantras

Andrea,

I hope the weather in Florida is treating you better than the weather here in Washington, where it is extremely cold!

I spoke with Tom today and he reported that the 400 day test is about to commence. I wanted to share some new mantras with you around this event. I also want to raise a matter that came up two weeks ago – regarding the location of the reactor and where you are doing your work. I think we will continue to see inquiries about where the reactor is located and where you are doing your work. We believe kind of inquiry will drive critics (Crivitz/Wright) to try more ways to engage and question your work. We want to avoid this – so really strongly urge you against sharing the start of the testing or the location.

I TOTALLY AGREE. THE LOCATION MUST REMAIN SECRET UNTIL THE END OF THE TEST. I ONLY SAID THAT THE PLANT HAS BEEN MANUFACTURED IN THE FACTORY OF RALEIGH, ALSO TO RESPOND TO WRIGHT THAT WROTE THAT THE FACTORY DOES NOT EXIST

As guidance, I think we should call this event “a long term test and continued R&D.”

OK

I would strongly urge against declaring a starting point, if asked I would recommend saying “A long term test is expected, however, I am under an NDA that prevents me from sharing any specific information.”

OK

The lack of information on this matter is our best strategy for limiting critics from impacting the reputation of your work. It will also prevent them from having an opportunity to identify the location of the test and reactor. This should be a top priority!

OK

If asked about the reactor location – simply respond, “the reactor location cannot be disclosed due to the NDA, but it is safe and secure.”

I ALWAYS DID IT

As always, if you need anything don't hesitate to call or email me!

THANK YOU

ANDREA

Brian

Brian McLaughlin  
associate director

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