

Exhibits from the Complaint of *Blake Lively v. Wayfarer Studios LLC, et al.*

From: Jennifer Abel (owner)

HE BLOCKED YOU?! Is he a 12 year old girl?! Ugh. This kind of behavior is ridiculous, and part of the whole plan to keep chipping away at you because they know you will notice this kind of stuff and then likely acquiesce more to her demands. We can put the plan down on paper and work with Jamey and Ashmi to make sure we have all of the documentation needed of what happened on set, who witnessed what and who would be our Allies to go on background if needed to shut down her claims, and then a timeline of everything wayfarer did to ensure it was a safe set, etc. We will get through this together!!

Priority: Normal

17/05/2024 14:49:48(UTC+0)

From: Justin Baldoni
To: Jennifer Abel (owner)

Yes. Thank you
Blocked me and wayfarer

Priority: Normal

17/05/2024 14:50:16(UTC+0)

From: Justin Baldoni
To: Jennifer Abel (owner)

It's why I wanted to hire a person to help me document everything.

BUT-

I can't live in that fear. Not willing to.
But I need you guys to very much have a real plan so I can feel at ease.

Priority: Normal

17/05/2024 14:52:38(UTC+0)

From: Justin Baldoni
To: Jennifer Abel (owner)

Hey guys -
One thing I think I want to do is the Dr amen show. I know you have your feelings about it but his practice saved my friend life a few months ago.
With everything going on- I want to have an offensive move showing my neuro divergence and some of the attributes that come with it so that I can start talking about it. Most anything that I have been "accused of" is social awkwardness and impulsive speech and I think me sitting down with him and just looking at my brain and talking about some of the these things will be helpful for me.

Priority: Normal

24/06/2024 16:52:24(UTC+0)

*Certain personally-identifying information has been redacted from these materials to protect privacy interests.

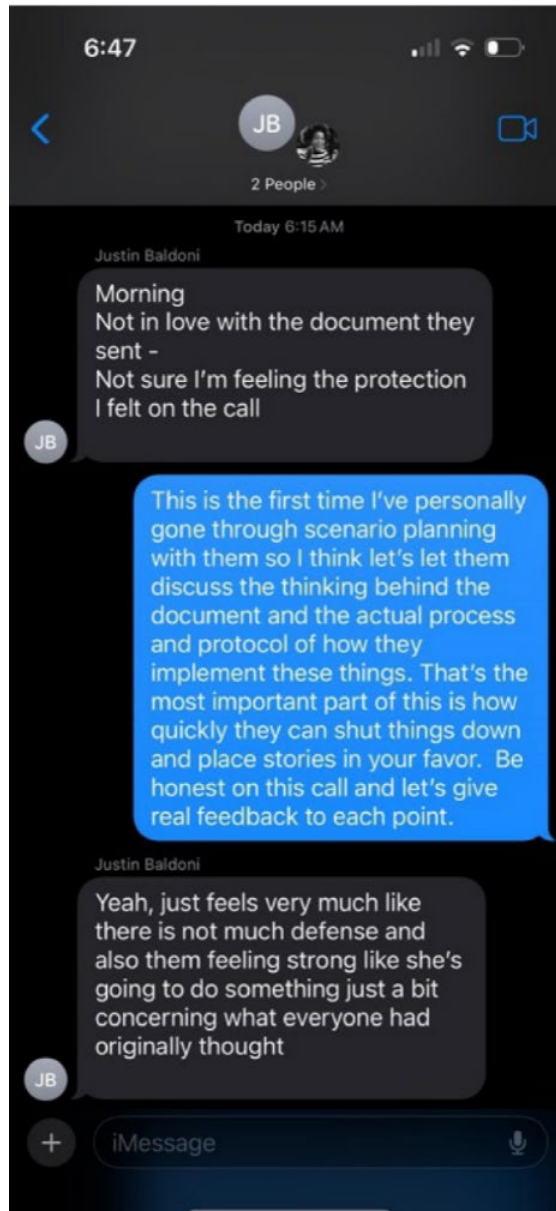
Exhibits from the Complaint of *Blake Lively v. Wayfarer Studios LLC, et al.*

From: Jennifer Abel (owner)
To: Jamey Heath
To:

Thanks for the call. Confidentially I'm out to dinner with a friend of 12+ years who writes for people magazine, Fox News, in touch, us weekly, and she is fully briefed of the situation and is armed and ready to take this story of Blake weaponizing feminism to any of her outlets the minute we give her the green light. She hates Blake, has heard this story before, and will do anything for us. Just fyi :)

Priority: Normal

01/08/2024 03:03:58(UTC+0)



Exhibits from the Complaint of *Blake Lively v. Wayfarer Studios LLC, et al.*

From: Jennifer Abel (owner)
To: Melissa Nathan

You can of course do that but I do think he needs to know. I'm going to confidentially send you something he's texting me and Jamey on the side just to arm you before this call. I think you guys need to be tough and show the strength of what you guys can do in these scenarios. He wants to feel like she can be buried...

Priority: Normal

02/08/2024 13:47:25(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

Of course- but you know when we send over documents we can't send over the work we will or could do because that could get us in a lot of trouble

Priority: Normal

02/08/2024 13:47:55(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

We can't write it down to him
We can't write we will destroy her. We will go to this. We will do this. We will do this. We will do this.

Priority: Normal

02/08/2024 13:48:24(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

He has to look at it as an information document for us to be armed with
That's all . Imagine if a document saying all the things that he wants ends up in the wrong hands.

Priority: Normal

02/08/2024 13:49:03(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

you know we can bury anyone
But I can't write that to him
I will, I'll be very tough

Priority: Normal

02/08/2024 13:50:10(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

I also sent you a present

Priority: Normal

02/08/2024 13:54:36(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

Don't worry, I didn't kill her and send her in a box to your house. It's a congratulations present.

Priority: Normal

02/08/2024 13:55:44(UTC+0)

From: Jennifer Abel (owner)
To: Melissa Nathan

DAMNIT

Priority: Normal

02/08/2024 13:55:51(UTC+0)

From: Jennifer Abel (owner)
To: Melissa Nathan

I'm having reckless thoughts of wanting to plant pieces this week of how horrible Blake is to work with

Priority: Normal

04/08/2024 21:39:38(UTC+0)

Exhibits from the Complaint of *Blake Lively v. Wayfarer Studios LLC, et al.*

From: Jennifer Abel (owner)
To: Melissa Nathan

Just to get ahead of it

Priority: Normal

04/08/2024 21:40:00(UTC+0)

From: Jennifer Abel (owner)
To: Melissa Nathan

She's putting us through hell

Priority: Normal

04/08/2024 21:40:07(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

Same

Priority: Normal

04/08/2024 21:40:10(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

Am I already off the records Spoke to the editor Daily Mail because she's my friend.

Priority: Normal

04/08/2024 21:40:22(UTC+0)

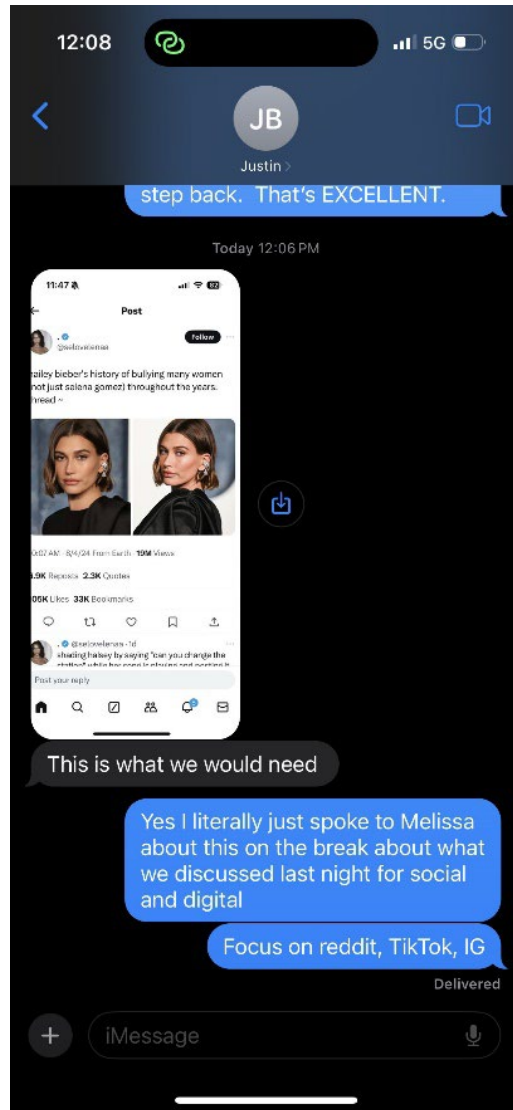
From: Melissa Nathan
To: Jennifer Abel (owner)

She's ready when we are

Priority: Normal

04/08/2024 21:40:27(UTC+0)

Exhibits from the Complaint of *Blake Lively v. Wayfarer Studios LLC, et al.*



Exhibits from the Complaint of *Blake Lively v. Wayfarer Studios LLC, et al.*

From: Melissa Nathan
To: Jennifer Abel (owner)

Hi Jamey, Jen

So incredibly glad that the press went so well today and from what I know, Justin felt incredibly supported. He is lucky to have you all.

We took the day today to do some research and get digital quotes in from the two teams we use that get the best results.

As you are both aware, we are in a predicament that we just do not know the outcome of right now.

Saying that, full transparency is key here, we have seen the most innocuous issues turn giant due to socials or the hugest crisis have no effects on social whatsoever- you just cannot tell at this stage. But, BL does have some of the TS fanbase so we will be taking it extremely seriously.

We also understand audience is not solely JB fanbase but, the studio so it is covering all bases time.

Quote one: \$175k - this will be for a 3-4 month period and includes: website (to discuss) full reddit, full social account take downs, full social crisis team on hand for anything - engage with audiences in the right way, start threads of theories (to discuss) this is the way to be fully 100%protected.

Quote two \$25k per month - min 3 months as it needs to seed same as above - this will be for creation of social fan engagement to go back and forth with any negative accounts, helping to change narrative and stay on track.

All of this will be most importantly untraceable.

There is a lot more to both of these quotes but, easier to discuss via phone in terms of capabilities and what I have personally experienced in and out of crisis scenarios.

Either way, I do feel it is better to be safe but - I do realize costs are something I am sure you did not count on when you took on this project nor, this situation.

Let me know when you would like to discuss more - around on PT tomorrow.

M

Priority: Normal

06/08/2024 03:43:49(UTC+0)

Exhibits from the Complaint of *Blake Lively v. Wayfarer Studios LLC, et al.*

From: Jennifer Abel (owner)
 To: Melissa Nathan

I think we really need to put the social combat plan then into motion

Priority: Normal

07/08/2024 18:53:23(UTC+0)

From: Melissa Nathan
 To: Jennifer Abel (owner)

So do I

Priority: Normal

07/08/2024 18:54:20(UTC+0)

<p>Timestamp: 07/08/2024 19:06:38(UTC+0)</p> <p>From: Jennifer Abel</p> <p>To: Jamey Heath Melissa Nathan</p> <p>Direction: Outgoing</p>	<p>Subject: Re: Social / Digital Mitigation / Remediation</p> <p>Body:</p> <p>Email header:</p> <p>Body file: mes-127.eml</p>	<p>Status: Sent</p> <p>Account:</p> <p>Snippet: Thanks Katie—just for clarity so we understand. Does this cover your initial fee + what we discussed in terms of social media mitigation and proactive fan posting to counter the narrative, or is this in ADDITION to the 15K previously agreed upon fee for TAG and does NOT include what we discussed with MN earlier regarding social manipulation (from the separate team based in Hawaii...). In short, is the total fee incurred by Wayfarer 30K, or is there more required to ensure we are properly prote</p> <p>Priority: Normal</p> <p>MD5: 450b8a635e28d823c4130b28f805acb9</p> <p>Source file: EXTRACTION_FFS.zip/root/private/var/mobile/Library/Mail/Envelope Index : 0x2C7F607 (Table: messages, mailboxes, Size: 137003008 bytes) EXTRACTION_FFS.zip/root/private/var/mobile/Library/Mail/Protected Index : 0x10324E (Table: addresses, summaries, Size: 79876096 bytes)</p>
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Exhibits from the Complaint of *Blake Lively v. Wayfarer Studios LLC, et al.*

From: Justin Baldoni
To: Jennifer Abel (owner)

Hey just landed
What is the Tik Tok strategy.
I'd like you guys to start posting me ONLY talking about domestic violence and clips and why this movie is so important

Priority: Normal

08/08/2024 19:30:16(UTC+0)

From: Jennifer Abel (owner)
To: Justin Baldoni

You guys will love this: <https://www.tiktok.com/t/ZTNgvTu68/>

Basically saying that Blake needs to divorce Ryan because he's made her into a meme. He's ruining her biggest movie of the year, forcing her to ostracize Justin, rewriting the script etc.

Priority: Normal

08/08/2024 13:35:32(UTC+0)

From: Jennifer Abel (owner)

I'm assuming this is not true in the slightest — this girl is on a very dangerous crusade to more followers. Either way, we've flagged to Jed and his team for more serious action on the social side. We'll monitor heavily for any shift in narrative seen based on this narrative re My Last Days and any other commentary on it.

Priority: Normal

08/08/2024 00:38:58(UTC+0)

From: Justin Baldoni
To: Jennifer Abel (owner)

Also/ I need you guys to really be on all the stories I'm tagged in.
I think you should let all people dm me so you can see peoples reactions to film and I can be reposting everything. These next 36 hours are crucial and we need to be on it. Looking at everything. Finding the most emotional and touching content from survivors supporting this film and reposting.
Need you to be finding survivors sharing their stories and amplifying them on my page and TikTok.

Priority: Normal

09/08/2024 15:30:15(UTC+0)

Exhibits from the Complaint of *Blake Lively v. Wayfarer Studios LLC, et al.*

From: Jennifer Abel (owner)
To: Melissa Nathan

I can tell you've done a lot of work here

Priority: Normal

09/08/2024 17:21:04(UTC+0)

From: Jennifer Abel (owner)
To: Melissa Nathan

Nothing about being unsafe. Fat comments. Sexual.

Priority: Normal

09/08/2024 17:21:17(UTC+0)

From: Jennifer Abel (owner)
To: Melissa Nathan

Thank fucking god

Priority: Normal

09/08/2024 17:21:23(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

Bahai needs to be out
And mostly
The misogynistic

Priority: Normal

09/08/2024 17:29:30(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

" we are crushing it on Reddit "

Jed

Priority: Normal

09/08/2024 17:49:57(UTC+0)

Exhibits from the Complaint of *Blake Lively v. Wayfarer Studios LLC, et al.*

From: Jennifer Abel (owner)
To: Melissa Nathan

So are we in the clear now?!

Priority: Normal

09/08/2024 23:00:50(UTC+0)

From: Jennifer Abel (owner)
To: Melissa Nathan

Did we survive?!

Priority: Normal

09/08/2024 23:00:53(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

We survived

Priority: Normal

09/08/2024 23:00:57(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

ALL Press is so overwhelming
Weve confused people
So much mixed messaging

Priority: Normal

09/08/2024 23:03:21(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

It's actually really funny if you think about it

Priority: Normal

09/08/2024 23:03:39(UTC+0)

Exhibits from the Complaint of *Blake Lively v. Wayfarer Studios LLC, et al.*

From: Melissa Nathan
To: Jennifer Abel (owner)

I really think the worst is over. I do think the next few months definitely will be a tiny bit bumpy but not cancelled

Priority: Normal

09/08/2024 23:05:33(UTC+0)

From: Jennifer Abel (owner)
To: Melissa Nathan

Ha! Yes I had some people text me too and I just didn't respond. The narrative online is so freaking good and fans are still sticking up for Justin and there literally has been no pickup of those two articles which is actually shocking to me. But I see this as a total success, as does Justin.

Priority: Normal

10/08/2024 02:25:06(UTC+0)

From: Jennifer Abel (owner)
To: Melissa Nathan

You did such amazing work

Priority: Normal

10/08/2024 02:25:13(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

Narrative is CRAZY good
So did you.

Priority: Normal

10/08/2024 02:25:45(UTC+0)

From: Jennifer Abel (owner)
To: Justin Baldoni
To: Jamey Heath
To:
To:
To:

Then I think we chill a bit on the posting... just my thoughts. Let these current post live for a day and then pick back up Sunday/Monday with fan reactions of the film. Let's cool it on the praising of Blake content.

Priority: Normal

10/08/2024 02:42:43(UTC+0)

Exhibits from the Complaint of *Blake Lively v. Wayfarer Studios LLC, et al.*

From: Justin Baldoni
To: Jamey Heath
To:
To:
To:
To:
To: Jennifer Abel (owner)

Praising of Blake ? Are we posting that?

Priority: Normal

10/08/2024 02:44:00(UTC+0)

From: Jennifer Abel (owner)
To: Justin Baldoni
To: Jamey Heath
To:
To:
To:
To:

Not as standalone. Meaning that with the reposting of your interviews with the DV soundbites, a few also included your comments about Blake, which was necessary and important. But as we move out of that news cycle I think we focus on fan reactions after the weekend and lean into more dv commentary/reactions. The team has been reposting a lot of fan content from opening which is great, so I think we can lean away from the interview stuff now. Just my POV.

Priority: Normal

10/08/2024 02:46:03(UTC+0)

From: Justin Baldoni
To: Jamey Heath
To:
To:
To:
To:
To: Jennifer Abel (owner)

Yes, that's definitely focus now only on Funn reactions and specifically I would love to find reactions from domestic violence survivors

Priority: Normal

10/08/2024 02:48:54(UTC+0)

From: Justin Baldoni
To: Jamey Heath
To:
To:
To:
To:
To: Jennifer Abel (owner)

Aligned with that shift, Jen. And video is posted on both TT and IG.

Priority: Normal

10/08/2024 02:49:00(UTC+0)

Exhibits from the Complaint of *Blake Lively v. Wayfarer Studios LLC, et al.*

From: : Jennifer Abel (owner)
To: Justin Baldoni
To: Jamey Heath
To:
To:
To:

And yes the team has found some good survivor reactions too already and I'm sure there will be a lot more following this weekend.

Priority: Normal

10/08/2024 02:49:32(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

The majority of socials are so pro Justin and I don't even agree with half of them lol

Priority: Normal

10/08/2024 16:34:59(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

He doesn't realise how lucky he is right now we need to press on him just how fucking lucky

Priority: Normal

10/08/2024 16:39:19(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

The whispering in the ear the sexual connotations like Jesus fucking Christ
Other members feeling uncomfortable watching it I mean there is just so much

Priority: Normal

10/08/2024 16:39:44(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)
And socials are really really ramping up
Priority: Normal

10/08/2024 16:41:23(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)
It's actually sad because it just shows you have people really want to hate on women
Priority: Normal

10/08/2024 16:41:38(UTC+0)

From: Jennifer Abel (owner)
To: Melissa Nathan
I know it is sad
Priority: Normal

10/08/2024 16:43:16(UTC+0)

From: Jennifer Abel (owner)
To: Jennifer Abel (owner)
Hi team — so far, extremely limited pickup on Daily Mail or Page Six. We'll continue to keep an eye out and send pieces as needed, but so far it's been steady coverage on pure speculation. We've also started to see a shift on social, due largely to Jed and his team's efforts to shift the narrative towards shining a spotlight on Blake and Ryan. Again we'll continue to send links and screenshots but wanted to send an update in the meantime.
Priority: Normal

10/08/2024 16:35:40(UTC+0)

From: Justin Baldoni
To: Jennifer Abel (owner)
Anything new today - from Melissa ?
Priority: Normal

11/08/2024 18:19:38(UTC+0)

Exhibits from the Complaint of *Blake Lively v. Wayfarer Studios LLC, et al.*

From: Jennifer Abel (owner)
To: Justin Baldoni

Nothing. Very very little pickup. Fans remain supportive of you and believe the issue of the "feud" is because she took control of the movie

Priority: Normal

11/08/2024 18:20:22(UTC+0)

From: Jennifer Abel (owner)
To: Melissa Nathan

At least it doesn't mention scooter but still

Priority: Normal

14/08/2024 00:31:49(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

I'm sorry :(she's a fucking bitch

Priority: Normal

14/08/2024 00:32:18(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

She's a fucking fucking bitch

Priority: Normal

14/08/2024 00:32:25(UTC+0)

From: Jennifer Abel (owner)
To: Melissa Nathan

Do you think this makes him look guilty though. Honestly.

Priority: Normal

14/08/2024 00:33:55(UTC+0)

Exhibits from the Complaint of *Blake Lively v. Wayfarer Studios LLC, et al.*

From: Jennifer Abel (owner)
To: Melissa Nathan

Nothing against you AT ALL

Priority: Normal

14/08/2024 00:34:02(UTC+0)

From: Jennifer Abel (owner)
To: Melissa Nathan

But honest opinion

Priority: Normal

14/08/2024 00:34:07(UTC+0)

From:
To:
To: Melissa Nathan
To: Jennifer Abel (owner)

Hey guys re the tmz thing re the HR complaints — our understanding is that 2 were from Blake and re the “sexy” comment. Is the additional one from re the thing with Jamey and her apartment in nyc? Just want to clarify.

Priority: Normal

14/08/2024 19:02:28(UTC+0)

From: Jennifer Abel (owner)
To:
To: Melissa Nathan
To:
To:

I think we need to position it as the claims that are already out there about the kiss and the weight comment

Priority: Normal

14/08/2024 19:03:32(UTC+0)

Exhibits from the Complaint of *Blake Lively v. Wayfarer Studios LLC, et al.*

From: Justin Baldoni
To: Melissa Nathan
To: Jennifer Abel (owner)

No worries -
Quickly

My partner Steve asked about flipping the narrative from this leak this am about ryan saying script was a disaster and he saved the movie -

Priority: Normal

15/08/2024 17:58:26(UTC+0)

From: Justin Baldoni
To: Melissa Nathan
To: Jennifer Abel (owner)

To- something about ryan claiming the female hired was feminist writer didn't know how to tackle a female film etc
Using their own words against them -

Priority: Normal

15/08/2024 17:59:16(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

Jen, this went so well I am fucking dying
I have to call you later in a bit and tell you how this went. It was genius.

Priority: Normal

15/08/2024 19:03:14(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

So okay, we have the four majors standing down on HR complaint
I think we are fine on that bit

Priority: Normal

15/08/2024 19:03:25(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

Bang bang bang
The end

Priority: Normal

15/08/2024 22:36:17(UTC+0)

From: Jennifer Abel (owner)
To: Melissa Nathan

That's the agenda

Priority: Normal

15/08/2024 22:36:24(UTC+0)

From: Jennifer Abel (owner)
To: Melissa Nathan

I'll send it through

Priority: Normal

15/08/2024 22:36:28(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

Bang
Bang
Bang

Priority: Normal

15/08/2024 22:36:39(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

The thing is pretty heavy though I get it

Priority: Normal

15/08/2024 22:36:46(UTC+0)

From: Jennifer Abel (owner)
To: : Melissa Nathan

Hi team, sharing an agenda for our call.

Bang
Bang
Bang

The end.

Priority: Normal

15/08/2024 22:36:49(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

That's perfect

Priority: Normal

15/08/2024 22:37:06(UTC+0)

From: Jennifer Abel (owner)
To: Melissa Nathan

Yeah same but don't give me that shit that you're too upset to respond like let's be fucking smart

Priority: Normal

15/08/2024 22:37:10(UTC+0)

From: Jennifer Abel (owner)
To: Melissa Nathan

You said this am that you're ready to go to war yet you're too delicate to text back?

Priority: Normal

15/08/2024 22:37:36(UTC+0)

Is Blake Lively set to be CANCELLED? String of 'hard to watch' videos that have surfaced following 'tone deaf' Q&A to promote *It Ends With Us* could tarnish 36-year-old star's golden Hollywood image for good

- Awkward encounters between Lively, who shares four children with Ryan Reynolds, and journalists in recent years are being shared across social media
- **READ MORE:** Justin Baldoni addresses 'friction' on set of *It Ends With*

By ALANAH KHOLSA and JO TWEEDY FOR MAILONLINE
PUBLISHED: 07:17 EST, 16 August 2024 | UPDATED: 07:55 EST, 10 December 2024

 Share      151 shares  729 View comments

From: Melissa Nathan
To: Jennifer Abel (owner)

<https://mol.im/a/13749783>

Priority: Normal

16/08/2024 12:44:15(UTC+0)

From: Jennifer Abel (owner)
To: Melissa Nathan

Wow

Priority: Normal

16/08/2024 13:37:17(UTC+0)

From: Jennifer Abel (owner)
To: Melissa Nathan

You really outdid yourself with this piece

Priority: Normal

16/08/2024 13:37:32(UTC+0)

From: Melissa Nathan
To: Jennifer Abel (owner)

That's why you hired me right? I'm the best.

Priority: Normal

16/08/2024 13:46:12(UTC+0)

From: Jennifer Abel (owner)
To:
To:
To:
To:

So this girl is claiming that Justin invited her up to his hotel room years ago... I didn't want to share the vid but did a screen record and this is her account so you guys can look at it. Part of me wants his former assistant, to comment and say this never happened. Ridiculous.

Priority: Normal

18/08/2024 15:13:01(UTC+0)

From:
To:
To: Melissa Nathan
To:
To: Jennifer Abel (owner)

Let us chat to Jed as well on this

Priority: Normal

18/08/2024 15:30:54(UTC+0)