


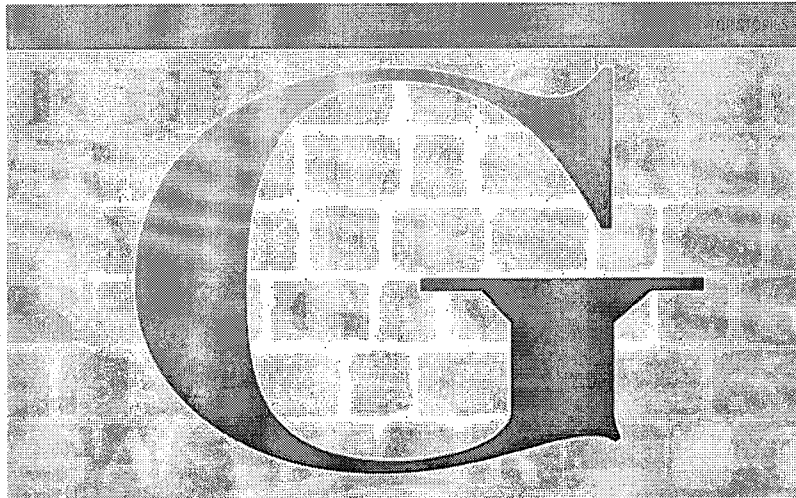
FILED
CIVIL COURT RECORDS DEPARTMENT
APR 19 2013

KEN BURKE
CLERK CIRCUIT COUNTY COURT

Exhibit H

SIGN IN



ANNOUNCEMENTS

The Purpose of Gawker

Nick Denton

This memo, intended for Gawker Media employees, was published on JimRomenesko.com earlier today. In the interest of sharing our mission to bring editorial and commercial conversation with our readers — those who, under our new discussion platform, truly control it — it is being republished in full here.

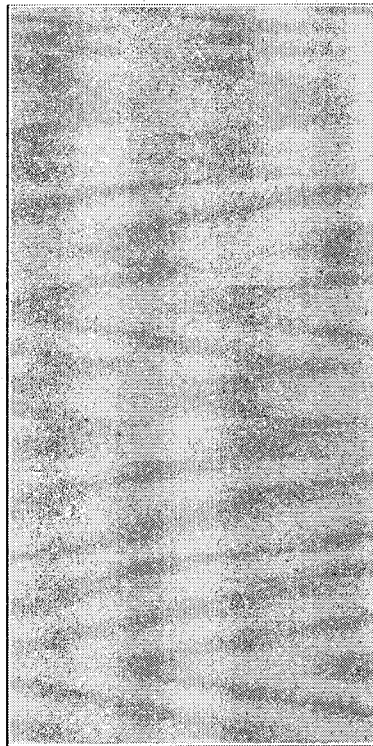
Gawker Media begins with a story. I was a newspaper reporter for the *Financial Times*. It offered unrivalled access to newsmakers in politics and business and some of the smartest colleagues one could find in media. And yet the most compelling anecdotes and opinions that were shared privately — over a drink after deadline — so rarely made it to the page the next morning.

From the foundation ten years ago, Gawker and its sibling titles were intended to give readers a direct connection to writers — and through them a deeper understanding of events and the way the world works. That question asked over a drink by one reporter to another — so what *really* happened? — is the impetus for all the work we do.

That conversation is more revealing than what passes for news in newspapers and on television. That conversation should *be* the story. That conversation is our story. The uninhibited expression of a writer's mind — the gossip, the revealing anecdote, the politically incorrect analysis, the skepticism about a source's motives — is our purpose.

APR 15 2012 2:53 PM 61,082 491


Share Like 62





GET OUR TOP STORIES FOLLOW GAWKER

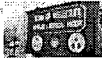
Like 266,290 people like this. Sign Up to see what your friends like.


APR 9 2013 TUESDAY, APR 9, 2013


 **BULLYING** 1,980
Nova Scotia Teen Comits Suicide After Rape, Bullying


 **MADONNA** 371
President of Malawi Says Madonna 'Just Came Unannounced...and Made Poor People Dance for Her'


 **PORN** 7,033
Here Are the Top Pornos Downloaded in the Vatican


 **TRASHED TREASURE** 119
Dumpster Diver Who Found \$20k in Recycled Book Giving Rightful Owner One More Month to Claim It


 **HEROES** 937
Marine Refuses to Lend Military the American Flag That Covered Saddam's Statue


 **BAD DOG** 580
Worst Guard Dog Ever Leaves Home with Burglar While Owners Look On

 **CAT VIDEO** 4,328
Smart Cat Figures Out How Mirrors Work, Uses One to Practice Its Jazz Hands

 **STABBINGS** 158
Twelve Wounded in Texas Community College Stabbing, Suspect Detained

 **WTF** 3,041
Chinese Man Requires Emergency Surgery After the Swamp Eel He Stuck Up His Butt Gnaws Through His Colon

 **POLIDICKS** 1,921
Here's Secret Video of Mitch McConnell Talking About Attacking Ashley Judd's Mental Health

 **FOX AND FRIENDS** 397
Fox and Friends: We Should Make Congress Take IQ Tests To Make Sure They Know Stuff About Guns

Show all 100 discussions in response to Nick Denton

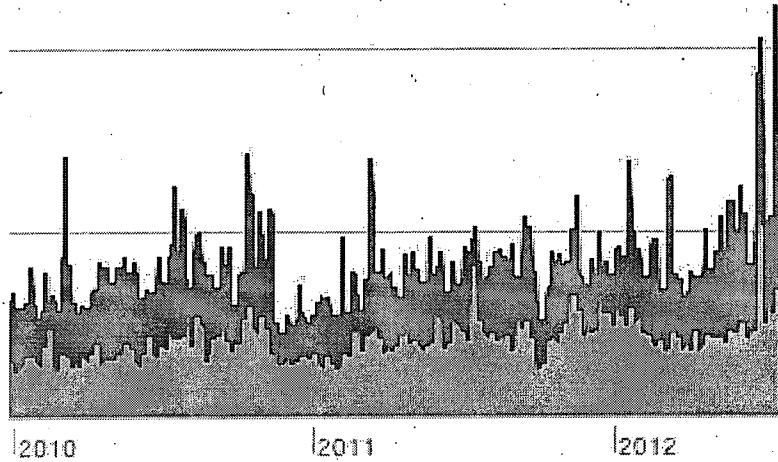
Reply

You are following The Revolution of the Carnationss comments

The Revolution of...

Reply 5 months ago

Is Hulk Sex your biggest story every? It blew Kate's boobs out of the water.



You are following Nick Dentons comments

Nick Denton 1 of 2 replies @The Revolution of...

Reply 5 months ago

Hulk and Middleton stories both pushed daily US audience over 1m – for the first time ever. But [Gawker.com] has enjoyed an extraordinary run over the last month. Those stories bring the site to new readers. But it's stories like Adrian Chen's on Reddit that win their loyalty.

Share this discussion

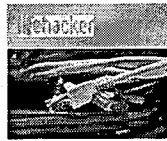
Submit a reply to Nick Denton

Submit Cancel

Add Video Add Image



Here Are the Top Pornos Downloaded in the Vatican



What's the Difference Between These Ethernet Cables, and Will They Make My Network Paster?



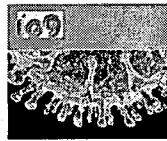
Peyton Siva Learns An Important Lesson: Never Sext With Self-Proclaimed "Twitter Models"



Cancer, The Video Game



You Can't Tell the Attorney General She Has an Epic Butt, But



The Truth About Why Microbes Make You Sick



What's The Secret Device Thieves In



Botnet Warlord: Meet the Man Who Will Kill Your Computer

Here's What You CAN
Do

California Are Using
To Break Into Cars?

[About](#) [Help](#) [Jobs](#) [Legal](#) [Privacy](#) [Permissions](#) [Advertising](#) [Subscribe](#) [Send a tip](#)