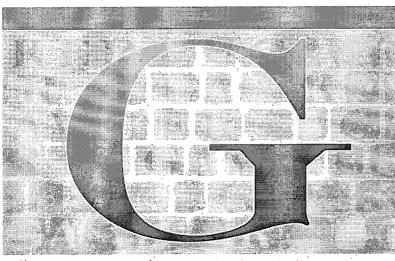


Exhibit H

SIGN IN

TUESDAY, APR 9, 2013



CT 15, 2012 2:53 PM

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

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.

the page the next morning.

That conversation is more revealing than what passes for news in newspaper's 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.

GEFOUR TOP-STORIES FOLLOW GAWKER

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



BULLYING 1.920 Nova Scotia Teen Commits Suicide After Rape, Bullying



61,092 491

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



HEROES 93? Marine Refuses to Lend Military the American Flag That Covered Saddam's Statue

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

4.328

CAT VIDEO Smart Cat Figures Out How Mirrors Hands



STABBINGS 158 Twelve Wounded in Texas

Work, Uses One to Practice Its Jazz

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 ERIENDS 297 Fox and Friends: We Should Make Congress Take IQ Tests To Make Sure They Know Stuff About Guns

11:59:24 AM

580

3.743

And that is the central organizing principle of Gawker - the uncompromising ethos that has drawn such a significant audience and outsized reputation. This is not a quick exercise in financial speculation; Gawker's impact on media will become clear over decades. There are no outside investors to make us compromise our goals. We hire people who have a similar detestation of bullshit - and a desire to do work that endures.

Gawker's initial proposition was editorial. The characters in our story have been journalists. But they are supported by the sales people who fund our enterprise, the engineers who make it possible to publish so swiftly to 40 million readers a month, and the operations staff who make this machine of anarchy run so efficiently. Our attachment to authenticity informs all departments.

Gawker's sales and in-house creative teams do not simply land one-off banner campaigns wrapped in jargon and fads like other digital properties. Our advertising offerings reflect our editorial ideal: to tell stories that are involving and genuine. We aspire to real interactive advertising: a meaningful conversation between marketers and consumers that was the commercial promise of the web - but rarely delivered.

That brings us to technology - and the organization's future. Blog publishing software - firstadapted from publicly available platforms and then our own - has permitted much of the editorial innovation we have brought to online media. Spontaneous publishing to a mass audience and measurement of the performance of both articles and contributors: these are just the two of the most profound improvements in process underpinned by our technology effort in New York and Budapest.

But we are still at the beginning of our mission to bring real editorial and commercial conversation to a wider public. Even at Gawker there are interactions - between journalists, sources, protagonists and readers - that never make it to the page.

And that is why we are putting such singular focus on a new publishing platform built around discussion. It will further reduce the latency between thought and the page; keep writers honest; surface different viewpoints and expertise; and expose sources and marketers to readers' genuine questions and feedback. In short, it will bring us closer to the Gawker ideal, a system for arriving at the truth, however uncomfortable.

enjoy local specialties and enter for a chance to win a smart electric drive lease

al Santa Mônica Place, Santa Monica

-Canglog, intestdrive requister.cow

April 19 - 28





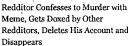
Phone and Power Lines RACE RELATIONS 28.098 'Accidental Racist' Is a Real. Horrible Song by Brad Paisley and LL Cool J MEME 1 18.430

'Very, Very Clever' Raccoon Does a

Daring Tightrope Walk Across

ANIMAL VIDEO



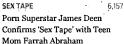




HOAX







CRIME 1220 Former Vice Mayor of Tennessee Town Accused of Terrorizing Dozens of Women with 'Drive-By Masturbation'

PENISES 3 660 Science Proves Women Love a Big Oľ D

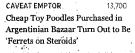
GUN VIOLENCË 6.208 A Four-Year-Old Shoots and Kills Deputy's Wife at Weekend BBQ



BAD IDEAS

479 Deadly Earthquake in Iran Has Killed 30, Injured 800











Married Man Pawns Wedding Ring to Pay for Prostitute

946

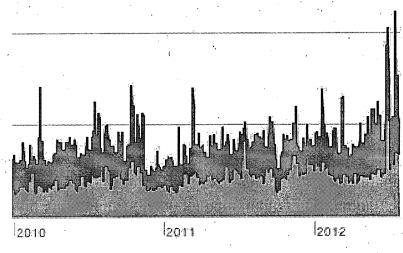
Show all 100 discussions in response to Nick Denton Reply

You are following The Revolution of the Carnationss comments

The Revolution of ...

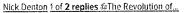
Reply 5 months ago

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



\$.

You are following Nick Dentons comments



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.

2

Submit a reply to Nick Denton Submit Cancel





Here Are the Top Pornos Downloaded in the Vatican

JEZEBEL

You Can't Tell the

Attorney General She

Has an Epic Butt, But



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



The Truth About Why Microbes Make You Sick



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



What's The Secret Device Thieves In



Cancer, The Video Game



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