

EXHIBIT C

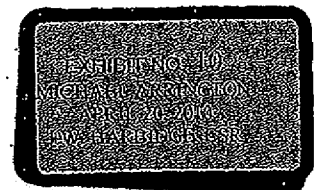
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From: Nik Cubrilovic <nik@techcrunch.com>
Date: August 23, 2009 9:00:19 AM PDT
To: Michael Arrington <editor@techcrunch.com>, Heather Harde <heather@techcrunch.com>
Subject: Updates Before I Leave

I am checking out, heading to the airport and flying out in a couple of hours. I have over 40 pages of notes since getting here, and I have been spending today and last night punching it all into docs - I have shared the folder it is in with you guys. There is a lot that I will need to follow up on when I get back there. General overview of what I have detailed amongst all the docs (spread out across 14-15 diff docs, more that I have to write up / update on when I get bac):

I. Crunchpad

- * completed software audit
- * software roadmap and a full understanding of where we are, what it will take from here and potential issues with FG
- * i know all the FG employees well now, depending on what we do with FG I am sure we can take advantage of some of the internal resentment to poach the key guys away
- * financials on what the costs are with FG, and potentially if we split out
- * working with the various gov departments on grants and funding (IDA, MDA, IPL, Sprint etc.)
- * short conclusion from a long series of meetings is that once I made it up to the ministerial level, the Sing government are offering a total initial grant of \$2M into Crunchpad Singapore Pty Ltd. there are no restrictions on this other than we have some presence and a company registered in Singapore
- * gov would help us with manufacturing, using one of the local ODM's or using their existing relationships with the Taiwan ODM's to get it to manufacture (almost all the ODM's have an existing relationship with Singapore)
- * once we work out the FG situation, there seems to be a clear path whereby the Sing gov funds the project and in return gets brand association - they are super enthusiastic about the project, they have assigned a person to follow up with us and to make sure we are all ok - everything from planning trips here for us, answering questions, doing intros etc.
- * background due diligence on Chandra and FG - some not good news on



this front. Seems to have a history of distortion and dodging

* worked out what FG have been doing this whole time - turns out that if we probed back last year we would have found nothing more than an off-the-shelf browser and some HTML. they only really started working on the project 3 months ago

2. Techcrunch in Asia

* singapore is a hive of activity - feels like SV back in 05/06

* this place is def the hub for this half of the world

* this place will def be the SV of Asia - 50% of startups here have moved from other parts of the region

* the level of enthusiasm and support here for TC is *insane* - not capturing any of this atm

* looking for a way to 'bridge' asia with the usa via TC

* tons of talented people and great tech

* overall quality of startups very high

* tons of gov support including very liberal immigration laws

(basically anyone can move here and work, from anywhere)

* established very good relations at upper gov levels for TC - lots of gov people here read TC daily and will do what they can to bring TC to singapore as a base for covering and expanding into Asia

* grants available for events hosted in Singapore

* the gov want to fly in a group of TC people and/or other bloggers and give them a tour of singapore

* TC strategy in Asia - we are popular here but can do a lot more to cover local startups, expand here

* on that note, found 4-5 potential bloggers to do Asia specific content on either a new channel -> eventually new blog

* spreadsheet of 60+ startup companies, only 2 have been covered on TC. split this up amongst the writers to take the cream off and profile them over time

* at least 3 more potential tc50 companies - might be too late, haven't had a chance to follow up with them in detail

* met a number of potential partners for a TC conference in the region. the 'unconference' guys sold their conf out in a few days and had 600+ people from asia reg show up

* lots more here, in general tons of opportunity to do what we did with TC 4 years ago in Asia, except already an established brand to build from

3. Blog Posts

* One on singapore experience in general, being like SV etc. (ready for today - a sunday post for TC)

* singapore censorship

* gothere.sg mapping company - very interesting background story (checkout the post)

* Indonesian market (v interesting, post still in point form)

4. TC Dev

* the guys doing hte mobile version of TC - def ad/revenue opportunity. they will launch with us and on TC with a post in 3-4

week, in interim we do dev with them

* admob want to do the mobile ads for us - can integrate with openx and fill inventory for the apps we do

i generally need to do a better job of keeping you guys in the loop, and a better job of keeping up to date with TC internal issues. Its hard to share the experience here, but it has been extremely eye-opening, we have a ton of opportunity in asia in general, esp singapore - never expected it to be like this. I have been blazing a trail here and have been flat-out each day but haven't had a chance until today/yesterday to sit down, take stock and get it all down. also a couple of days there where my outstanding personal issues tore me apart, but generally i am very much back to 100% and looking forward to getting back and getting you guys in sync with everything. if you get a chance to today, start going through the docs i have been writing up ad we can go from there, working out one thing at a time based on the opportunity. main thing on CP is that the Sing government can be the way to getting this project out on the market with very minimal risk from our end, we just act as a hub in tying all the partners together. Chandra is generally a pain in the ass and is still very evasive - i didn't get a chance to have a wrap-up conversation with him, he kept dodging my requests to sit down with him in the past few days.

nik