

EXHIBIT A

From: 'Chandrasekar Rathakrishnan' <chandra@fusiongarage.com>
To: Jonathan Bloom <JonathanBloom@mcgrathpower.com>
Sent: 11/16/2009 4:11:53 AM
Attachments: image002.jpg; image003.jpg; image004.jpg; image001.gif
Subject: Re: FW: Michael Arrington Discusses Status of the CrunchPad

Jon,

Am not in agreement with Ursula. I can understand y Ursula would have such thoughts. however, i believe its unfounded.

Ursula is giving arrington more credit than he deserves :) Got a call from Arrington last night. Answered as did not recognize the number.

Essentially he wanted to know where we were with software and that he wants to meet on Tues and to discuss and launch product at the their realtime event on Friday.

Told me how this deadline cannot be missed and that he was excited about it.

Played along and told him will let him know about meeting on Tuesday tomorrow and that have not been able to connect with investors but have a call on Monday with them.

left that door open to use as a reason to cite inability to accept terms at the last minute.

As you can see its becoming really hard to play along and i do think this it is going to lead to a massive blowup on his part (not perhaps translated in his writing)

when realization hits that I have strung him along.

This is going to be one helluva of a week.

So to wrap up, I do think Ursula is off track with this and that we should not expand energy working that angle. I am dead confident on this one.

Best,
Chandra

2009/11/16 Jonathan Bloom <JonathanBloom@mcgrathpower.com>

Thoughts?

From: Ursula Herrick
Sent: Sunday, November 15, 2009 8:40 AM
To: Jonathan Bloom; Kathryn Walker
Subject: FW: Michael Arrington Discusses Status of the CrunchPad

Jon, Kate,

We need to consider Arrington's comments for our pitch to the media and our launch approach.

I am probably the only one seeing it this way but I continue to think in the back of my mind that Arrington is "keeping Chandra warm" and may have another company doing similar work to Fusion Garage. Reason is that in this latest Gilmore Gang conversation he acts as though he has been involved in the past month in enhancing the software and we hear from Chandra that Arrington has been MIA on it. Either Arrington is stringing Chandra along as a fallback position in case his other device does not come through or that Arrington is truly out of touch on Chandra's progress and is merely talking about it in public with limited information.

It seems to me that Arrington is a smart guy and he has seen the questions posed by *Wired* and others. Wouldn't he be connected with Chandra more closely if an announcement that he talks about coming shortly is truly happening? What would this announcement be if Chandra doesn't know about it? If there is truly an Arrington announcement happening shortly and when Chandra does his announcement, do we need to do anything differently?

I don't want to sound alarmist or anything, but I don't want us to have blinders on either. We just think that we need to consider everything.

Ursula

From: John Kreuzer

Sent: Saturday, November 14, 2009 10:30 PM

To: Ursula Herrick; Kathryn Walker; Jonathan Bloom

Cc: Megan Alpers; 'derekj@mcgrathpower.com'; Timothy J. Polakowski; Amelia Vierra; Rory Mohon; 'johnk@mcgrathpower.com'

Subject: Michael Arrington Discusses Status of the CrunchPad

Hi Team,

I wanted to flag a few articles to the team which posted today and provide readers with an "update on the CrunchPad" from Michael Arrington.

Michael Arrington appeared on the Gilmore Gang on Friday afternoon with Robert Scoble, Saul Hansell of the *New York*

Times and a couple of other participants from the technology industry. During the podcast, Arrington made his first comments updating viewers on the status of the CrunchPad.

Of note in the posts, Arrington states that “The CrunchPad is steam-rolling along. Costs keep coming down. We’ve been working entirely on the software for the past month, trying to make it perfect to get it to market.” He also mentioned during the broadcast that “we should have good news shortly.”

Here is the [direct link](#) to hear Arrington’s specific comments on the status of the CrunchPad.

The full text of the most relevant posts can be found below.

Thanks,

John

11/14/09

Arrington: CrunchPad Great, Costs Keep Coming Down, \$300 – 400 Price, Good News Shortly

CrunchPad Fans

<http://crunchpadfans.com/2009/11/15/arrington-crunchpad-great-costs-keep-coming-down-300-400/>

It seems the only way you can get Arrington to talk about the CrunchPad is if some of his dear old friends ask him.

In a recent episode of the [Gilmore Gang](#), which is a weekly podcast about technology with Arrington and other tech geeks, **he stated that we will hear something shortly** and that costs are actually coming down.

He says:

The CrunchPad is great actually. It’s actually steam rolling along, everything is good. That stuff about costing was too high, I don’t know where it came from. Actually costs keep coming down. We’ve been working entirely on the software for the last month trying to make it perfect to get it to market. Should be good news on that shortly.

He also says it's going to sell from "somewhere between 300 to 400 dollars" and the cost remains "in the high 200s, sort of all in".

In addition, something we didn't know before, Arrington says there will be some software revenue on the device such as sponsorships "without impacting the user experience" and of these avenues will include revenue from the search bar similar to how Firefox makes money.

It's now November, the promised month for its release. We hope the price will be at the lower end of the range, but I have a feeling it's at \$350-375.

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**11/14/09**

### **Update on the CrunchPad**

*GottaBeMobile*

<http://www.gottabemobile.com/2009/11/14/update-on-the-crunchpad>

Mike Arrington appeared on the Gilmore Gang and gave a quick update on the CrunchPad. Arrington says his costs are in the high \$200 range and will sell for \$300 to \$400.

**"The CrunchPad is steam-rolling along," Arrington said. "Costs keep coming down. We've been working entirely on the software for the past month, trying to make it perfect to get it to market."**

Arrington sidestepped Robert Scoble's question about how he thinks the CrunchPad will compete with Apple's future tablet. While Arrington is positioning the CrunchPad as a pretty simple device, he says he hopes Apple will produce a high-end slate. The truth of the matter is that mainstream consumers would choose an Apple tablet over a CrunchPad in a heartbeat, even if there's a price premium.

Arrington said he thinks they'll sell 10's of millions of CrunchPads in the next few years.

If you don't have time to watch the full video below, head over to [YouTube](#) to skip to the CrunchPad portion of the conversation. Skip to about 38:50.

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11/14/09

Sponsorship-supported Crunchpad is alive. 'Steamrolling' says Arrington.

UMPC Portal

<http://www.umpcportal.com/2009/11/sponsorship-supported-crunchpad-is-alive-steamrolling-says-arrington/>

I should have been in bed but I got hooked into an excellent [Gilmore Gang](#) videocast this evening. Robert Scoble, Mike Arrington, P Rangaswami, Kevin Marks, and Saul Hansell talk a lot about the iPhone and Droid war, discuss the differences and then, all of a sudden, at about 39 minutes in, the conversation switches to the [Crunchpad](#).

As I watched, I sent three important [tweets](#) out:

- "Crunchpad is steamrolling", "costs keep coming down". "big news on that shortly" says @arrington
- Crunchpad is going to sell "for something between three and four hundred dollars", web-only says @arrington
- "soft revenue", "sponsorships" on Crunchpad. Sounds like ad-supported "without impacting the user experience"

\$300-\$400 dollars PLUS advertising (sponsorship) is what everyone will be talking about. For mass-market couch-surfing, that's too expensive. The [Archos Android tablet](#) and iPod Touch have already set the pricing bar (and possibly the sizing) for home-based sofa-surfing devices.

To be fair, I don't think Mike Arrington expects the Crunchpad to be selling millions and he understands that the home 'pad' market is just taking off so this, like many other 1st attempt projects, could be more of a learning and branding exercise than anything else. If you think about how Nokia are playing with their Maemo devices it's much the same. They are nurturing awareness and developer support for a time when the market is ripe. That could be 2010, 2011 or beyond but you have to be ready to strike when the conditions are ready.

Clearly the Crunchpad is alive, it's going to cost between 300 and 400 dollars, it's Atom-based, it's going to be sponsorship-supported, web-only and we should expect 'big news' shortly.

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11/14/09

**It's alive, it's Alive, IT'S ALIVE! The CrunchPad gets some new details**

*BestTabletReview.com*

<http://besttabletreview.com/its-alive-the-crunchpad-gets-some-new-details/>

It's become a throw-away joke on Twitter. "Hey @Arrington, where's the CrunchPad?" Recent speculation holds that the device was officially kaput. Then again, it was also voted one of the "ten most brilliant products of 2009?" by Popular Mechanics. Rumors buzz around the CrunchPad like so many bees, but thanks to the keen listening of Chippy from UMPCPortal.com we finally have some new information about this elusive beast.

According to today's Gilmore Gang vidcast (starting around the 39 minute mark) Arrington spills some details on the CrunchPad.

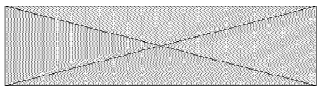
**First, it will have a 12 inch screen, be an "internet only" machine, run an Intel Atom processor and cost between \$300 and \$400. As we suspected, most of the delays have been caused by fine tuning the independent OS and web browser that utilizes internet connected web based operation.**

Basically all of your programs are accessed through the CrunchPad's connection to an online server. The upside is that the CrunchPad uses its limited resources to speed up your surfing process. The bad site is if you have no internet connection you have a slab paperweight.

Another bit of suggestive wording might mean you'll be seeing ads on the CrunchPad when surfing around. In order to keep the price low — and out of the price range and competition of the upcoming Apple Tablet — they may sell sponsorships on CrunchPad programs. We're told that more information will be coming shortly, but we won't hold our breath. We've heard that particular yarn before.

John Kreuzer

Account Executive



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