


# EXHIBIT E

# STOP THE PAYWALL

Start Kachingling. It's fun and simple!

Keep the NYTimes Blogs  
you  in the open web

START THE NYTIMES BLOG LEADERBOARD Q & A WHAT IS KACHINGLE?

## But we love you The New York Times. My conversation with Mr. Digital and Mr. Legal and Mr. Paywall

By CYNTHIA | OCTOBER 14, 2010

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Yesterday (Wed 10/13/2010 5:39 AM PDT) I was thrilled to get an email from a VP of Digital at the NYTimes saying he wanted to talk to me asap! My expectation was that the NYTimes would only show an interest in Kachingle if we could establish that yes, avid readers would make voluntary contributions to the blogs they love. And our "Stop the Paywall" campaign would take time, maybe several months, to get to that level. So, I eagerly agreed to a phone call later that morning.

The VP Digital called me at 9:30am. Surprisingly (to me) there were two other NYTimes employees on the call — I promised I would not reveal their names so I will call them Mr. Legal and Mr. Paywall. They said that I had ruined their day with the Kachingle "Stop the Paywall" campaign. And that they found our campaign to save the NYTimes Blogs from obscurity "annoying". And that they wanted me to stop — one reason being they were going to do their paywall no matter what.

The VP Digital said he was deeply disappointed that I had not called him first to get their approval, because if I had he would have said "no". Hmmm...I used to work at Sun Microsystems and we had a popular mantra — "to ask permission is to seek denial". Anyway, it never crossed my mind to ask for their approval. Our "Stop the Paywall" campaign is a completely independent effort based solely on our new KachingleX browser extension and the Kachingle.com website.

So after exchanging a few pleasantries of introducing ourselves they got to the reason they were calling. They want us to stop "Stop the Paywall", and they believe they have legal reasons such that they can make us stop. This was quite a surprise to me as we don't believe we are doing anything that is not kosher. I didn't really understand their points, as I am not a lawyer. I said I would discuss with Fred Dewey, our CEO, but I had to stop the conversation as I was really busy with the launch. Mr. Digital said he wanted to call me back at 2pm PDT and I said OK.

At 2pm Mr. Digital, Mr. Legal and Mr. Paywall called me again. They were shocked that I hadn't stopped our "Stop the Paywall" campaign. I was shocked that they were shocked. They said they were going to send us a legal document via FedEx called a "cease and desist" order. I have never received one of these before so it's going to be quite exciting. As soon as it arrives I will scan it and post. Fred decided that we needed an attorney so we signed up a colleague to help us out.

I told the three NYTimes executives that we have the same goal — saving the NYTimes Blogs from obscurity: Finding a new business model for news. At Kachingle we passionately believe that paywalls are truly bad...they cut off information from the open web, they dampen social discourse, they exclude people all over the world who cannot afford to be nickel-and-dimed-and-quartered-and-dollarred for quality content. We believe paywalls are the enemy of democracy. We believe in our mission, and we will not back down.

Cynthia

### Stop the Paywall and ... ... Start Kachingling!

1. Install the **KachingleX** Browser Extension:

[Chrome »](#)

[Firefox »](#)

Not using Chrome or Firefox?

2. **Support your favorite NYTimes Blog.** Click on "Join Kachingle to support this blog" from the Leaderboard.

[Need help?](#)

3. **Spread the Word**

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Or grab a Stop the Paywall banner for your site!

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### NYTimes Blog Leaderboard

1. [Paul Krugman Blog](#)  
36 visits, 24 Kachinglers [Support](#)
2. [Bits Blog](#)  
27 visits, 19 Kachinglers [Support](#)
3. [Pogue's Posts](#)  
18 visits, 14 Kachinglers [Support](#)
4. [FiveThirtyEight Blog](#)  
15 visits, 11 Kachinglers [Support](#)
5. [Freakonomics Blog](#)  
12 visits, 11 Kachinglers [Support](#)



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