

Ex.No. PX-0115

Date Entered _____

By _____

Subject: Re: Big Fish - subscription
 From: "Phillip Shoemaker" [REDACTED]
 Received(Date): Tue, 05 Feb 2013 17:05:17 +0000
 To: "Lucy Lathan" [REDACTED]
 Date: Tue, 05 Feb 2013 17:05:17 +0000

Sure, Big Fish Unlimited is seen as a game store within an app. This is not allowed. Phil and Eddy have been adamant about this, despite my protests. We have no clear guidelines around this.

On Feb 4, 2013, at 10:42 AM, Lucy Lathan [REDACTED] wrote:

Hi Phillip --

I left you a voicemail on regarding "Big Fish Unlimited" this morning (App ID: 582452946). Can you please fill me in on where this stands? Per DJ the app was rejected on 12/07. Big Fish re-uploaded the binary on 12/20.

In short - I'm looking to set up a meeting with Paul Thelen, Shaan, and Matt F later this month to discuss their overarching business as well as the subscription app (which is bound to come up). I want to make sure we are in line with your current thinking. When you have a minute can you give me a buzz or shoot over a quick email?

Cheers,

Lucy

2-2583

On Oct 8, 2012, at 4:05 PM, Phillip Shoemaker [REDACTED] wrote:

Yes, I spoke with Paul Thelen today as well. The gambling app was approved by ERB on Friday, so should be live by tomorrow.
 Regarding gambling in general, yes, we have many in the store already doing this.

Subscription model is something that we will discuss when they submit the latest incarnation of it. I told him it was a crap shoot, but they're going to submit anyway.

On Oct 8, 2012, at 3:56 PM, Lucy Lathan wrote:

Hi Phillip -

Paul and I were in Seattle on Monday and had a chance to sit down with Big Fish. They are eager to get an update on their "real money" gambling app for the UK. Understanding that feedback loops tend to be particularly fluid with sensitive matters, is there any kind of update that we can provide at this time?

Exhibit
PX 0115

PX-0115.1

APL-APPSTORE_07087422

As a side note, another developer (Digital Chocolate) reached out to me this afternoon regarding the topic of real money gambling. I get the sense that Big Fish is the tip of the iceberg when it comes to developers actively researching opportunities in this arena.

Finally, Big Fish also mentioned that they are seeking closure on their proposed subscription model (as I am sure you remember, the app that originally released last November). It is safe to officially tell Big Fish this model is a "no go?" If so, Paul and I can deliver the message.

Lucy

On Sep 28, 2012, at 12:59 PM, Phillip Shoemaker [REDACTED] wrote:

No, nothing yet.

On Sep 28, 2012, at 12:41 PM, Lucy Lathan wrote:

Hi Phillip -

Has there been any determination regarding the Big Fish Casino UK app? Paul and I will be meeting with Big Fish on Monday in Seattle. It would be great to get a sense as to where things stand, if possible.

Lucy

On Sep 11, 2012, at 9:13 AM, Phillip Shoemaker [REDACTED] wrote:

These guys appear to be pretty stand-up guys, but honestly with the number of "leaks" they keep having, I'm questioning them as well.

The bottom line is that this app integrates the Betable service, which is banking on their ability to bundle virtual currency gambling and real currency gambling all within one app. I do not think this is a wise thing to do, and have told them this repeatedly.

Attorney Client Privilege

On Sep 10, 2012, at 10:18 PM, Paul Ramsbottom wrote:

Hmmm

The press release is entirely devoid of the gaming-related information. Tick.

However, the fact remains that they still submitted an App with those parts present (that will likely never be approved.)

I don't really buy it. At best it feels like someone got a little carried away when talking to the journo... At best.

Thanks,

Paul.

On Sep 10, 2012, at 10:08 PM, Phillip Shoemaker wrote:

Paul Thelen reached out to me with this comment:

Just a heads up.

This is a rogue reporter.

He got all the "facts" from the outside or made them up, as it is very factually incorrect.

We have contacted him and asked for the article to be removed.

Paul

On Sep 10, 2012, at 1:04 PM, pram wrote:

Adding, Phillip.

So, it looks liked Big Fish have jumped the gun again (PR-wise)?

On Sep 10, 2012, at 12:05 PM, Lucy Lathan wrote:

Fyi

<http://www.sacbee.com/2012/09/10/4804425/iphone-adds-real-money-bets-in.html>

Sent from my iPad

Paul Ramsbottom
Apple, Inc.
Worldwide Developer Relations

Email: [REDACTED]

Tel: [REDACTED]

Paul Ramsbottom
Apple, Inc.
Worldwide Developer Relations

[REDACTED]

Tel: [REDACTED]