

From: Clifford Swint
Sent: 8/18/2010 6:39:21 AM
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Cc: Cherry, Brian K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=BKC7);
Harvey, Kent M (/O=PG&E/OU=Corporate/cn=Recipients/cn=Kmh51); Simon,
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(ray.oconnor@ramirezco.com)
Bcc:
Subject: PG&E Positive Noise Campaign - Phase I Direct Mail Brochures

Nick Reda

On behalf of BRV and Ramirez, brochures regarding PG&E's historic minority led taxable debt issuance were recently mailed to 350 elected officials, business and community groups in Northern California and Sacramento areas of California.

Below are further details provided by Dakota Communications who has done an outstanding job in our efforts to make "positive noise" about PG&E's commitment to giving diversity banks an opportunity to prove that they can deliver value next to our nation's largest banks.

For your information I have attached a copy of the Brochure. Please let me know if you require any further discussion or information of the recipients.

In the next Phase, BRV and Ramirez plan half page advertisements in the Oakland Post and the Sun Reporter. The ads will run as soon as Dakota can reformat the brochure. We will give you a prior "heads-up" when we have a date.

Regards,

Cliff

Clifford Swint, CFA

Executive Vice President

Blaylock Robert Van, LLC

From: Redacted
Sent: Tuesday, August 17, 2010 7:18 PM
To: Clifford Swint; larry.goldman@ramirezco.com; Eric V. Standifer
Subject: PG&E project update

Hey Cliff

Here is some information you may find helpful regarding the 350 brochures we recently mailed to elected officials, business groups and community groups in the Northern California and Sacramento areas of California. The recipients of this mailing included:

United States Senators Diane Feinstein & Barbara Boxer

Congresspersons, State Senators & Assemblymembers

Members of Board of Supervisors

Mayors & City Councilmembers

African American, Latino and Asian American Chambers of Commerce organizations

Local Chambers of Commerce

The brochure was mailed to elected officials, business groups and some community groups in the following communities:

Alameda County, Berkeley, Contra Costa County, Oakland, Richmond, San Francisco, San Jose, San Mateo County, San Joaquin County, Sacramento, and Stockton.

In addition to the elected officials who represent those areas at the federal, state and local level, we mailed the brochure to every legislator in a leadership position in the California Legislature.

I hope this is helpful.

Kerman Maddox
Managing Partner
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