

Exhibit 63

PR Thread w/TAG


Thread Participants: [REDACTED] Jamey Heath; [REDACTED] Jen Able; [REDACTED] Henny Grace (Owner); [REDACTED] Katie TAG; [REDACTED] Brianna TAG; [REDACTED] Melissa TAG; [REDACTED] Matthew Mitchell; [REDACTED] Jennifer Able; [REDACTED] J B (Owner)

Active Participants: [REDACTED] Henny Grace (Owner); [REDACTED] Katie TAG; [REDACTED] Brianna TAG; [REDACTED] Jennifer Able; System Message System Message

First Message: 8/13/2024 5:40:41 AM

Last Message: 8/13/2024 7:21:03 PM

[REDACTED] Henny Grace (Owner)
<https://www.tiktok.com/t/ZP81FY9v7/>

<__Library_SMS_Attach_1_a4_04_at_0_8_1_FA3C9E_1
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<__Library_SMS_Attach_1_a6_06_at_2_8_1_7D74AA_1
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<__Library_SMS_Attach_1_a5_05_at_1_8_1_71B04E_1>
8/13/2024 5:40:41 AM

[REDACTED] Henny Grace (Owner)
Please watch this entire video.
8/13/2024 5:40:41 AM

[REDACTED] Brianna TAG
Yes, a lot of this sentiment has been shared and expressed across social media. People are reading through her self-centered promo
8/13/2024 10:23:45 AM

[REDACTED] Katie TAG
Emphasized "Yes, a lot of this sentiment has been shared and e..."
8/13/2024 10:24:23 AM

[REDACTED] Henny Grace (Owner)
<https://www.tiktok.com/t/ZP81Fc7Sp/>

<__Library_SMS_Attach_1_e9_09_14DCC2_1_A88D26_1>

<__Library_SMS_Attach_1_64_04_D2C008_1_FD1A69_1>
8/13/2024 2:21:00 PM

[REDACTED] Jennifer Able
Yes we have this and this is what the digital team is amplifying
8/13/2024 2:23:14 PM

Jennifer Able

There is also an entire Reddit thread dedicated to this video

8/13/2024 2:23:25 PM

Henny Grace (Owner)

Oh wow- it's hit Reddit ?

8/13/2024 2:26:42 PM

Henny Grace (Owner)

This is the celebrity kind interview I did - I think me saying I wanted a trigger warning is a good thing -



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eic>

8/13/2024 4:18:09 PM

Jennifer Able

Yes that's what we are pushing out

8/13/2024 4:18:28 PM

Henny Grace (Owner)

And that in my cut there was a big call to action BEFORE my name -

8/13/2024 4:18:49 PM

Henny Grace (Owner)

But no one can know that

8/13/2024 4:18:53 PM

Henny Grace (Owner)

Hey guys, just a heads up. I'm getting friends reaching out, saying they're having a lot of PR articles slandering me coming up on their feed. So obviously they are pushing these things out...

8/13/2024 4:45:49 PM

System Message System Message

System

You named the conversation "TAG".

8/13/2024 6:38:54 PM

System Message System Message

System

You named the conversation "TAG".

8/13/2024 6:38:54 PM

Jennifer Able

Just sharing this because it's getting a ton of pickup. In a good way. Proud to work with you JB!

8/13/2024 7:21:01 PM

 Jennifer Able

<https://www.tiktok.com/t/ZTNtUt8Lb/>



<__Library_SMS_Attach_1_75_05_5C5BC8_1_90B81C_1>



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8/13/2024 7:21:03 PM