



310-279-5166

#400 – 433 North Camden Drive, Beverly Hills, California, 90210

info@kushnerlegal.com | kushnerlegal.com

March 9, 2021

SENT VIA E-MAIL

PERSONAL & CONFIDENTIAL

hello@weedweek.net

reply to: lars@kushnerlegal.com

Dear Editor:

**Re: Jeff Menashe – Courtesy Request to Remove
“Unreasonable, Self-Serving”: Bloom Farms Responds to
Lawsuit**

By way of introduction, we have been retained in a limited capacity by Mr. Jeff Menashe, in respect of his concerns regarding an article on your website titled “Unreasonable, Self-Serving”: Bloom Farms Responds to Lawsuit” published in 2020. The article is available at the following link:

<https://www.weedweek.net/stories/unreasonable-self-serving-bloom-farms-responds-to-lawsuit/>

The article makes a number of statements with respect to a lawsuit involving Mr. Menashe and his firm. Since the time of publication, there have been significant and material changes in the litigation. Two Co-Founders of the defendant company were required to resign from the Board and the Defendants have failed on multiple occasions to have the suit dismissed. Additionally, the Delaware Court of Chancery recently issued a very favourable opinion for Mr. Menashe which included the following excerpts:

*With the detritus of the thirteen preceding claims behind us, we reach **the crux** of the parties’ dispute: whether Plaintiffs have pled that Efros knowingly made a misrepresentation with the intent to induce Plaintiffs to enter into the Operating Agreement. **They have.***

...

*Several facts suggest that the projections Efros provided Menashe were unsound from their inception. To the extent the projections were based on AGR’s past financial performance, **those numbers were fraudulent**, as described above. Moreover, these projections were based on a model developed and operated by Roach, who only months later would plead guilty to preparing fraudulent financial statements to trick investors as part of a Ponzi scheme. Efros kept the model from Menashe during negotiations, insisting that only Roach understood it. And Efros allegedly*

*knew about the investigation into Roach at this time. **The dubiousness of the model's input, the model's output, and the model's operator** all suggest that AGR's projections were unsound from their inception, and may have been fraudulently conceived. It is reasonable at this stage to infer that Efros presented these projections to Menashe with the intent to deceive him.*

(emphasis added)

Unfortunately the notoriety associated with this matter and the publicity surrounding the media articles detailing it continue to cause ongoing harm to our client. Mr. Menashe reports that his company has lost potential investment opportunities on multiple occasions after being questioned about the content of the articles. This has had a significant detrimental impact on Mr. Menashe and created hardship for himself, his company and his employees and their respective families. We kindly ask that you remove the articles about Mr. Menashe and delete any reference to his name from your site.

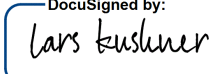
Further, it is our position that removal of the link would be in accordance with the Society of Professional Journalism Code of Ethics Minimize Harm Principles, as the link is no longer newsworthy and the public's need to know the information is now outweighed by the harm and discomfort caused to Mr. Menashe. The Code is available here:

<https://www.spj.org/ethicscode.asp>

Finally, we would like to request that you please not try to address this matter with an update. Now that SEO is so advanced, doing so would make the link more prominent in Google results when searching the name. This would result in even more harm to our client. Please do not hesitate to contact the writer if you require any additional information.

We look forward to your response.

Yours truly,

DocuSigned by:

D8548ABBFA4B2...
Lars F. Kushner, Esq.

Attorney at Law

Kushner Legal Corporation