



PERSUASION STRATEGIES

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October 2, 2009

Jeffery Reynolds
Jeffery P. Reynolds, P.A.
200 So. Lamar St., Suite 1050S
Jackson, MS 39201

Dear Jeff:

Congratulations on the recent Tellus victory. Securing an oil and gas defense jury verdict in Mississippi in today's landscape of anti-industry bias is no small feat.

You were a most effective litigator. You stayed true to Total's case theme, anticipated opposing counsel's strategy, and remained flexible in judgment calls regarding Total's testifying witnesses.

Your closing argument was outstanding. You struck the appropriate balance between arming defense-oriented jurors with evidence to voice in deliberations, and expressing emotion intended to persuade more plaintiff-oriented jurors.

Well done, Jeff.

Best Regards,

Shelley C. Spiecker, Ph.D.
Persuasion Strategies