



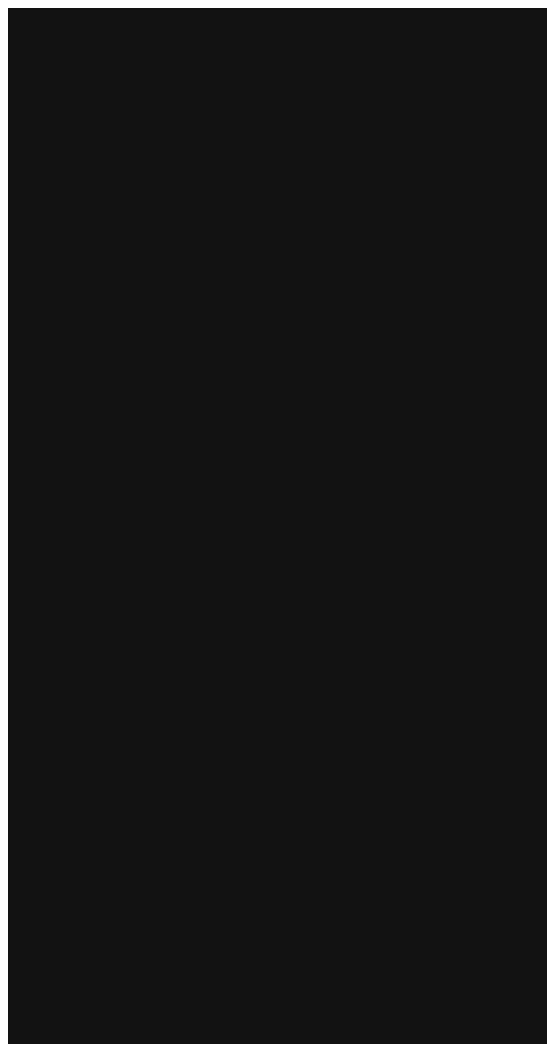
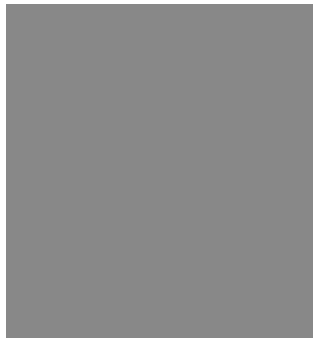
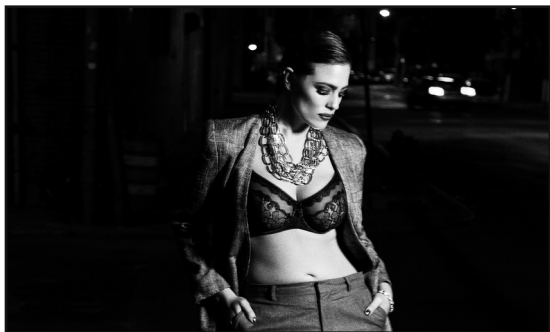
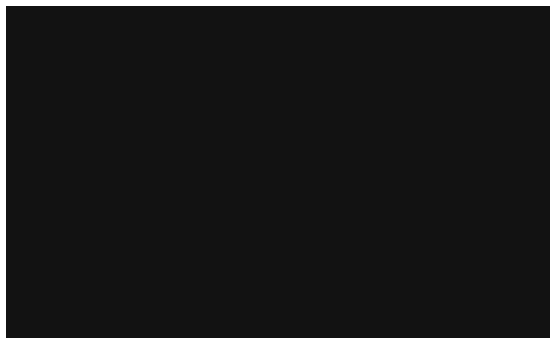
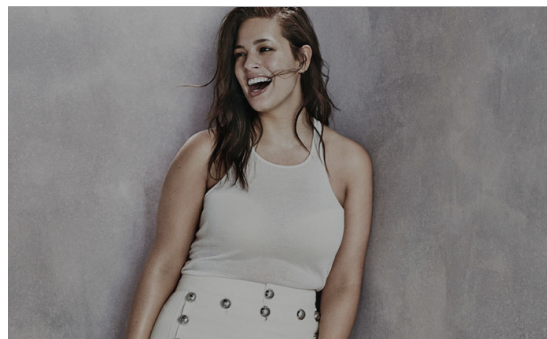
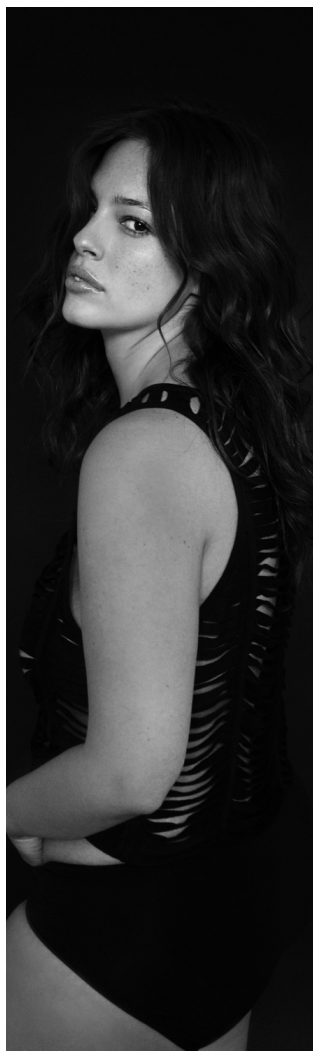
Ashley

GRAHAM

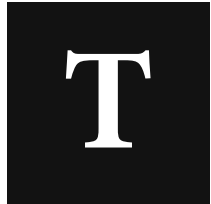
Skai Blue Media
Communications Recap Report
February 2015 - October 2015



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Executive Summary



his report serves as an account of client activity as it relates to the public relations and communications proposal prepared by Skai Blue Media (SBM) and approved by the client, Ashley Graham. Material within this report may contain provisions for services above and beyond the stated plan. Ashley Graham, a New York-based model, entrepreneur and body activist, enlisted the services of SBM in an effort to manage her media relations, speaking engagements and brand messaging in order to increase her visibility to a large, diverse audience that includes and extends beyond the fashion industry.

Graham and SBM began their successful working relationship in February 2015, coinciding with the release of her groundbreaking campaign with swimsuitsforall, #CurvesInBikinis. During this time, with the SBM guidance coordinating press efforts on Graham's behalf, she quickly evolved from one of the most well-known plus size models to a "body activist" with name recognition across multiple industries. Following #CurvesInBikinis, SBM served as Graham's media liaison for two additional trailblazing campaigns with Lane Bryant, #ImNoAngel and #IAmSizeSexy. Both campaigns contributed to Graham's exponential national brand growth. Additional milestones

included the coordination and execution of Graham's first TEDx Talk in Valencia, Spain, a panel at the 2nd annual Forbes Under 30 Summit (coupled with placement on the Jan. 2016 Forbes Magazine cover), a history-making NYFW debut with Addition Elle and skyrocketing social media numbers.

The following report summarizes highlights relating to press, speaking engagements, partnerships and social media from February 2015 through October 2015.



Media — Highlights

MODEL

racked

**Why Lane Bryant's New Plus-Size
Lingerie Ad Struck a Chord**

April 9, 2015

YAHOO!
STYLE

**Plus-Size Advocate Ashley Graham
on Outshining Michelle Obama,
Dieting & Her Underage Lingerie
Modeling Days**

April 13, 2015

EONLINE

**Real Curves on the Runway: How
We're Bringing Body Diversity to
New York Fashion Week**

September 10, 2015

EONLINE

**ASHLEY GRAHAM'S NEW YORK
FASHION WEEK SPRING 2016**

PHOTO DIARY

September 17, 2015

**abc GOOD
MORNING
AMERICA**

**Supermodel Ashley Graham
Shatters the Stick-Thin Standard**

September 18, 2015

SELF

**FitModel Friday: Meet Ashley
Graham**

June 19, 2015

InStyle

**Five Incredibly Chic Women on
the Ultimate Date Night Outfit**

October 2, 2015

DETAILS

**How Model Ashley Graham
Is Making Imperfection Sexy**

October 12, 2015

PEREZHILTON

**How Model Ashley Graham
Is Making Imperfection Sexy**

October 12, 2015

Media — Highlights

ENTREPRENEUR & DESIGNER

**BUSINESS
INSIDER**

Meet the supermodel who is
changing how the retail industry
treats plus size women
August 10, 2015



Plus-size model Ashley Graham's
lingerie line shows sexy doesn't
have to mean skinny
September 18, 2015

FAST COMPANY

HOW LINGERIE BRANDS ARE
FIGHTING BACK AGAINST ONLINE
BODY SHAMING
October 20, 2015

E L L E

PLUS-SIZE MODEL ASHLEY
GRAHAM: ALWAYS START WITH
THE BRA
September 17, 2015

** Record number of shares
on Elle.com! **

access
hollywood

Inside Ashley Graham's Plus-size
Fashion Show
September 2015

IN THE WORKS...

Forbes forbes.com **Forbes**

Media Highlights

BODY ACTIVIST



Questions about body image, confidence or feminism? Chat with model Ashley Graham
March 16, 2015



Plus-Size Model Ashley Graham: 'Young Girls Need to Have Role Models Who Are Curvy'
September 9, 2015



Is Lane Bryant's Latest Plus-Size Ad a Dig at Victoria's Secret?
April 6, 2015



We Talk To Ashley Graham About That Beach Body Debate
May 6, 2015



Ashley Graham's Ted Talk Is A Lesson In Body Acceptance
May 29, 2015



This Plus-Size Model Just Dropped Some Truths About Beauty That Everyone Needs to Hear
May 29, 2015



Watch Plus Size Model Ashley Graham's Moving Talk About Self Love & Body Acceptance
May 29, 2015



Model Ashley Graham's Ted Talk On Body Acceptance Is The Most Inspiring Thing You'll See Today
May 29, 2015



Ashley Graham Gives TED Talk That Urges The Fashion Industry To Do Away With The Term "Plus-Size"
May 29, 2015

IN THE WORKS...



Media — Highlights

BODY ACTIVIST

TIME

**Ashley Graham Explains Why You
Shouldn't Call Her a 'Plus-Sized'**

Model

May 30, 2015

HELLO GIGGLES

**Model Ashley Graham just gave
the most inspiring body positivity
talk ever**

May 30, 2015

TODAY

**'I love every part of me': Model
Ashley Graham gives empowering
TED Talk on body acceptance**

May 31, 2015

BuzzFeed

**20 Most Righteous Moments
From Bombshell Model Ashley
Graham's TED Talk**

June 2, 2015

COSMOPOLITAN

**Model Ashley Graham just gave
the most inspiring TED talk about
body image EVER**

June 2, 2015

the
gloss

**5 Questions For: Supermodel and
Body Activist Ashley Graham**

June 12, 2015

Daily Mail

**'Curves are not a trend!' Size 16
model Ashley Graham shares her
body confidence secrets as she urges
the fashion industry to accept plus-
size women once and for all**

August 25, 2015

GLAMOUR

**Model Ashley Graham: "I'm
Here to Remind Women That Our
Bodies Are Beautiful at Any Size"**

March 26, 2015

People

**Plus-Size Model Ashley Graham:
'Things That Jiggle Are Okay!'**

October 8, 2015

Speaking Engagements



Forbes 2nd Annual Under 30 Summit October 6, 2015

The Pivot: Using Fame and Influence Good

- Featuring Ashley Graham with Barbara Bush & Marika Shaw
- Facilitated introductions to Monica Lewinsky, Kelly Osbourne, Michelle Phan, A\$AP Rocky and more.
- Resulted in press mentions on Forbes.com, Glamour.com, People.com, Details.com, Yahoo! Style and more.



TEDxBerklee Valencia

April 25, 2015

"Plus-size? More Like My Size" by Ashley Graham

- Over 350,000k views on TEDx's official YouTube Channel
- Resulted in press mentions on Huffington Post, Today.com, Cosmopolitan.com and more.



Virginia Girls Summit - October 11, 2015

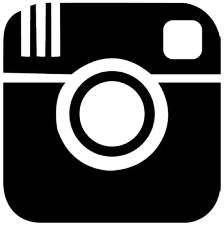
4GIRLS - May 2nd, 2015

Upcoming....

Simply Stylist - October 25, 2015

- Featuring Ashley Graham, Catt Sadler of E! News, June Ambrose and more.

Social Media

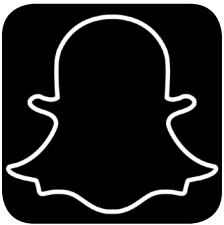


FROM APPROXIMATELY
100,000k
in February 2015

TO
720,000k +
in October 2015



Following a successful video feature with USA Today during Women's Month (March 2015,) SBM arranged for Ashley to host a Facebook Chat with the media outlet's 3 million followers.



With the suggestion and help of SBM, Ashley launched her Snap Chat, which quickly became one of her most engaging social media platforms. Ashley was also asked to participate in Snap Chat's official "model fitness" story in October 2015.

Partnerships & Collaborations



Facilitated an opportunity for Ashley to meet representatives from Dove at the “Simply Stylist Conference” VIP sponsor dinner on Oct. 24, 2015.

Tiger J, LLC

Introduced Ashley to Tiger J, the company who manufactures and manages celebrity clothing lines for HSN, QVC and more. They are interested in potentially partnering with Ashley on her own lifestyle brand.



Through SBM's relationship with Forbes, Ashley was invited to an exclusive VIP sponsor dinner with the Schusterman Family Foundation during the Forbes Under 30 Summit. Ashley was featured during a “Fireside Chat” along with Dr. Ruth.