

Dear Joey Albert

Thank you for responding somewhat to our requests to explain why you have posted **sarcastic remarks** on Luisa's Facebook wall and statements to persons in the public putting down *Luisa and our TV Show SIMPLY THE BEST the Luisa Marshall Show*. Unfortunately, you didn't explain why you have been doing this or offer any facts to our original questions or concerns. Now with your latest email you have stated even more personal attacks and we have no idea why you said them and where you get the reason to do so. I'm trying to keep this issue as professional and objective as possible and not be so personal.

My email dated November 29/2011 was only sent to you and your show producer Reyfort Media. Your response was cc'd to many people on your list so you have now made this public so we will keep it the same.

In your email, you did not explain to Luisa on her Facebook wall what this was all about nor did you answer my questions in my email to you. Instead, you went on another new topic stating that Luisa has harmed you in the past and you attempted to validate why you did these things.

As a matter of fact your last letter accusing Luisa of hurting you is the same exact thing you are actually doing to her. The only difference is you have not included any proof or facts of these allegations you are stating.

Joey, please keep the discussion about this issue objective with proof and facts. We have heard from reliable sources you are making all sorts of personal comments about Luisa and our TV Show. These types of comments are fine because they are your thoughts and personal opinions. You are entitled to that.

What you are not entitled to do is make defamatory and libel remarks on ones character or business that you are not willing to back up with facts and proof.

In moving forward, I'm requesting again that you answer the following questions or supply the requested proof or facts which we need to move this conversation in an objective manner. There are also questions in **RED** below where I comment on your whole letter.

- Please explain why you posted your first statement on Luisa's Facebook wall. You stated in your email you did this to **"...give you a dose of your own medicine..."** and **"...I had no choice but to make you feel how you've made me feel for so long..."** Give us details of what Luisa has done to you with facts.

- Please forward the **"...painful emails..."** you mention in your email that you say Luisa **"...repeatedly belittled and insulted..."**. We looked through all the emails with you and did not find anything that we feel did that. Anyone wanting a copy of these emails so they can decide for themselves please send a request and I will forward.

- Question - Asked in my November 29th/2011 email to you. Are you suggesting that we recently changed our format to be like your new TV show?

- Question - Asked in my November 29th/2011 email to you. Are you under the impression that our TV show is limited to only musical entertainment features?

- Question - Asked in my November 29th/2011 email to you. Do you think we recently revised our show title to resemble your new TV show?

In return we will be happy to answer any of your questions or concerns.

I hope that you will take the time to answer and explain what this is really about. Since you decided to make this issue public by emailing a group of people, I'm putting the entire conversation in this letter so others can follow it properly and decide again for themselves.

You said so many things in your email that I totally disagree with, therefore I have responded with facts or questions to each section of your statement in **red**.

Joey, we have no problem having a meeting in person with you and the rest of the people you want involved in this. .

Please respond kindly and objectively at your earliest convenience so we can conclude this matter in a professional way.

Thank you,

Steve Marshall

EMAIL SENT BY JOEY ALBERT ON DEC 3RD/2011

my dear steve and luisa,

i heard about your plans to demand a public apology from me in the pinoy papers. honestly, i think it's such a shallow, showbiz move... but if you want to use my name to glorify your show, i'll understand... coz i can see how it will benefit you. and that's okay coz it will definitely benefit me, as well. Be careful though, because it could very well backfire on you... i have 30 years of a good name both here and in Manila... so think about it.

Luisa, it doesn't really matter to me what you do with your show. The comment was made to give you a dose of your own medicine. You have repeatedly belittled and insulted me so many times in the past... especially during my David Pomeranz concert (i've kept all your painful emails)... and yet i kept silent. And yet I kept you as guest in my concert. And yet i kept trying to believe that you could be my friend. But you just don't know when to stop. So i had no choice but to make you feel how you've made me feel for so long.

People forget what you say and what you do, Luisa, but people never forget how you make them feel... I know I will never forget how you've made me feel.

So go ahead and throw a tantrum and do what you want to do... i've made my point. If you want to put yourself up by putting me down, that's your choice. But let me tell you, many have tried and none have succeeded. No one gets ahead by putting others down.

Maybe, just this once, think about how you make other people feel, Luisa... it will do you good.

all the best,
Joey

SINCE THERE ARE SO MANY THINGS IN YOUR RESPONSE EMAIL I HAVE BROKEN MY RESPONSES IN RED.
THE BLACK TEXT IS FROM YOU LETTER.

my dear steve and luisa,

i heard about your plans to demand a public apology from me in the pinoy papers. **Joey, if you asked me directly about this, you would find this statement is completely incorrect.** My request is that you publicly apologize on Luisa's public Facebook wall for putting your remark/comment that was totally incorrect. That is where you are accusing us of copying your format by not doing entertainment, suggesting we are not allowed to do anything but entertainment. I said nothing about newspapers. I said to Rey "imagine how the other Filipino newspapers would love to get ahold of this story". You made this public. I did not say I wanted you to apologize in the Filipino newspapers. You put it publicly on Luisa's Facebook wall so that is where it should be answered. honestly, i think it's such a shallow, showbiz move... This has nothing to do with any showbiz move. I'm simply asking you to back up the things you say about us. You never disputed any of my proof that you are incorrect in your assumptions. **Joey, if you never put that on Luisa's wall and said things in public about us changing our name to be like your title (which I proved is completely wrong as we changed that 8 months prior to you even having a show) we would not be having this discussion at all. You started all this not us.** but if you want to use my name to glorify your show, i'll understand... coz i can see how it will benefit you. How could your name possibly GLORIFY our show? **We have been successful producing shows on Shaw Multi Cultural Channel for almost two years before you even had a show. We have nothing to gain from your name nor your show. You are the one that is attempting to put us down.** and that's okay coz it will definitely benefit me, as well. **We can let the public view all the FACTS and decide for themselves if that will help you.** Be careful though, because it could very well backfire on you... **My concern is that you are going out of your way to put down our show and now Luisa personally with this letter.** i have 30 years of a good name both here and in Manila... so think about it. **Joey, how you are handling this issue could change that.**

Luisa, it doesn't really matter to me what you do with your show. **If that was true you would not have written on Luisa's Facebook wall questioning our show. If that was true you would not be telling people that we are copying your show and changed our name to be like yours.** The comment was made to give you a dose of your own medicine. **Please give us detailed facts of how and what Luisa has done to you.** You have repeatedly belittled and insulted me so many times in the past **Please tell us how Luisa has repeatedly belittled you in the past with actual facts...** especially during my David Pomeranz concert (i've kept all your painful emails)... **Please forward exactly what emails and what was said in these emails that confirms Luisa belittled you.** and yet i kept silent. **Joey, NO you didn't keep silent. You spoke to people expressing your thoughts about Luisa behind her back at your concert and they were not favorable. What you should have done and didn't do was speak to Luisa directly during this concert with any of these concerns.** And yet I kept you as guest in my concert. And yet i kept trying to believe that you could be my friend. But you just don't know when to stop. **Joey, know when to stop what? What did Luisa do to you? Explain by facts what you are talking about. You keep going on about what Luisa did to you but you have no facts or proof.** So i had no choice but to make you feel how you've made me feel for so long. **This shows you had intent to harm Luisa's reputation with your accusations.**

People forget what you say and what you do, Luisa, but people never forget how you make them feel... **Is there someone else that Luisa harmed, please explain.** I know I will never forget how you've made me feel. **We need to know what Luisa did to you that made you feel so bad. Facts please.**

So go ahead and throw a tantrum and do what you want to do...**Correct me if I'm wrong. You appear to be the one throwing a tantrum not us. We have been very professional. You started this by putting a comment on Luisa's wall and saying things to people in person. I detailed these things in my first letter to you with proof of why anything you wrote or said was wrong and asked you questions about it but you never even responded to that letter in a professional way. Instead you sent this email accusing Luisa of more things you say Luisa did to you with no facts or proof whatsoever. i've made my point. You didn't make any factual points at all. Please forward your facts and proof of anything you say Luisa did. That is how to make a point. If you want to put yourself up by putting me down, that's your choice. Joey, this is where you are getting everything backwards. We did nothing but support your new show on our show. After you had only 4 shows you publicly questioned the integrity of our show and then continued to say things to people in the community. You are the one that have been putting us down. We were helping you. But let me tell you, many have tried and none have succeeded. Also, many have tried to put us down in the exact manner as you have and have not succeeded.**

No one gets ahead by putting others down. Precisely, Joey, Luisa wants to know when did she put you down? **facts and proof. We have every email/FB private messages ever sent to you which we already have organized and ready to be sent out to anyone that requests them so they can decide for themselves. Its you that started this and has been doing this to us. The public will expect you to share your facts and proof that we have done something wrong against you.**

Maybe, just this once, think about how you make other people feel, **Ok again, what did Luisa do to you? What did she write to you? Luisa... it will do you good. Joey, I think it is you that needs to think about how you treat people.**

HERE IS THE TIMELINE OF WHAT YOU STARTED AND HOW YOU RESPONDED

After 4 shows you publicly put a statement on Luisa's Facebook wall **"Hmmm....Not entertainment? Format looks familiar..."** (sent on Nov 14th at 9:42PM which is right after you watched our show)

This is how Luisa responded to your statement on her wall.

- **Luisa Marshall** Hello Joey Albert, I really don't know what you meant by this... but to answer your question... For the past 2 years, we have been fortunate enough to be given total creative freedom to produce not only musical entertainment but entertainment in various forms including interviews of any sort. Our OBJECTIVE ... to inspire, educate and entertain Filipino and mainstream viewers. For more information, please click on <http://www.simplythebestluisamarshall.com/> . If you have any more questions, I'm more than willing to answer your questions. If it's a personal matter, I will appreciate if you please send me an email or private message only. Have a great day!

This was the time to clarify what your problem was but you didn't respond at all.

Then after this we discovered that you were saying other things insinuating that we are "copying your show" and that we changed the name of our show to "THE LUISA MARSHALL SHOW" because of your title. Its you that at this point was putting us down in the community and not us doing anything to you. That is why I wrote you the next letter. It was obvious that you were not going to stop putting us down so I had no choice but to take this to the next step.

COPY OF EMAIL SENT TO JOEY ALBERT ON NOVEMBER 29TH/2011 FROM STEVE MARSHALL

November 29th/2011
Steve Marshall
SAM Productions Ltd.
Producer/THE LUISA MARSHALL SHOW - SIMPLY THE BEST

Dear Joey Albert/Pacis,

I'm writing this letter to clarify answers to questions you have publicly written and stated about the concept and name adjustment of THE LUISA MARSHALL SHOW - SIMPLY THE BEST.

You posted the following note ***"Hmmm... Not entertainment? looks familiar..."*** on Luisa's public facebook wall on November 14/2011. Are you suggesting that we recently changed our format to be like your new TV show? Also, are you under the impression that our TV show is limited to only musical entertainment features?

Luisa responded to your posting (on her facebook wall) explaining to you what our show format is and has been for the past 2 years. Luisa also asked what you meant by your Facebook comment, and still, she and other members of the community await your response.

It has also been brought to our attention from people in the community that you stated we changed our show format to be similar to your new show. You voiced your concern stating that we changed the name of our show to THE LUISA MARSHALL SHOW shortly after you aired your first episode then changed it again to SIMPLY THE BEST with LUISA MARSHALL. Are you under the impression that we changed our show name lately because of your show?

I'm happy to give you the answers to your specific questions about our show below.

SHOW CONCEPT

On the matter of you implying that our concept was modified only recently to be similar to your new show, I have copied and pasted below our show concept that was handed into and approved by the Shaw Multi-Cultural Channel 2 years ago.

"SIMPLY THE BEST is an upbeat variety talk show with celebrity interviews, showbiz news, local Filipino events, musical entertainment. Luisa Marshall basically would be Oprah, Ellen, Barbara Walters and herself all mixed into one entertainment package. Entertainment, Reality Show, Drama, Dance and Music. We will have live entertainment, celebrities, cooks, singers, dancers, actors, political figures, entrepreneurs, working groups, interesting stories of unknown people, makeovers, house, fashion, makeup, hair and other requests from the viewers.

Our OBJECTIVE with this show is to inspire, educate and entertain Filipino and mainstream viewers."

We have aired 97 episodes to date. Here is a short list of prominent shows/interviews that we have aired in the past:

- Premier Christy Clark interview one on one with Luisa, January 21, 2011
- CNN Hero of the Year Efren Penaflorida 2 part series, Dec. 6 & 13, 2010
- Mars Dela Cruz interview on PCCS, Oct. 18, 2010
- BC Nurses Union meeting that concerned overseas workers, March 22, 2010
- Eve Pearl Award winning make up artist and the founder of Eve Pearl Cosmetics, April 26, 2010
- Jay Razon - Filipino Plaza Project, April 26, 2011
- Tatay Tom Avendano - Moving On to Unity series, Multi Cultural Helping House, Nov. 22, 2010
- Egyptian Canadian Cultural Society Celebration of Freedom of Egypt, Feb. 28, 2011
- Women in Power, Libby Davis, Irene Yatco, Trang Nguyen and Wai Young, April 25, 2011
- Philippine Flag raising ceremony at the Vancouver City Hall. June 20, 2011
- Pakistani Flood Crises with local Pakistani Canadian Syeda Nayab Bukhari, Sept. 20, 2010
- Ruben Nepales - Filipino Journalist member of the Hollywood Associated Foreign Press
- Marieton Pacheco Balitang Vancouver host, November 8, 2010
- Kulinarya Restaurant, Interview and cooking lesson in the kitchen with Luisa. (You introduced Luisa to the owners and you were present that day) May 17, 2010
- Margo and Trixie Pacis - Sports Interview, Nov. 1, 2010

As you can see, since 2009, we have been seeking out a variety of stories and interviewing people from all

walks of life that we feel will inspire, educate and entertain our viewers.

SHOW TITLE

On the matter of you stating that we altered the name of our show to THE LUISA MARSHALL SHOW - SIMPLY THE BEST, only recently, so as to mirror your show title, I will comment as follows:

I can confirm that 8 months ago, on March 23/2011, we had already adjusted our name from SIMPLY THE BEST with LUISA MARSHALL to THE LUISA MARSHALL SHOW - SIMPLY THE BEST. Here is the YouTube link that shows our intro, logo and uploaded date that clearly says THE LUISA MARSHALL SHOW: <http://www.youtube.com/watch?v=6PZrMgb1yU0>

At the time we revised our show title 8 months ago, we had no knowledge of any show on the Shaw Multi-Cultural Channel that remotely resembled our show title THE LUISA MARSHALL SHOW - SIMPLY THE BEST.

I hope this information clears up any misconceptions you have about our show, our name and what we have been doing for the past 97 episodes. If you have any further enquiries about THE LUISA MARSHALL SHOW - SIMPLY THE BEST, please forward them directly to me as I would be more than happy to answer any future concerns.

In regards to my concerns, can you please answer the following questions as printed above:

1. Are you suggesting that we recently changed our format to be like your new TV show?
2. Are you under the impression that our TV show is limited to only musical entertainment features?
3. Do you think we recently revised our show title to resemble your new TV show?

I would appreciate it if you please respond by email at your earliest convenience.

Regards,

Steve Marshall
SAM Productions Ltd
Producer - THE LUISA MARSHALL SHOW - SIMPLY THE BEST.
daddycools@shaw.ca
604-288-7664

END OF EMAIL TO JOEY ALBERT SENT ON NOV 28/2011 FROM STEVE MARSHALL

Here is a letter that carefully states what you wrote and have said in the public and our answers to show that things you stated are wrong and we gave you the facts. I answered anything that you wrote or stated with facts. I asked you to answer questions back to us and again you didn't answer at all you just emailed back the following.

Email response received from Joey Albert to Steve and Luisa Marshall on Dec 3/2011

“Thanks, Steve Marshall :)”

Again you didn't answer any of our questions. You say things about us, we answer you, but you don't answer any of our concerns regarding this matter.

I, then, contacted your sponsor, Reyfort Media, and asked what is going on. I wanted to know why his talent (Joey Albert) was writing or saying negative things on Luisa's public Facebook wall and stating things to people that are not true about Luisa Marshall and our TV show. It is very evident to me that you are attempting to put us down in the public's eye. I told Rey I wanted a public apology from you for stating things that are incorrect to the public about us. I did not say it had to be in the Filipino newspapers. If you ever did respond back I would let you know I wanted the apology put in the place you started it. Right on Luisa's Facebook wall. But instead you wrote the following letter back.

my dear steve and luisa,

i heard about your plans to demand a public apology from me in the pinoy papers. honesty, i think it's such a shallow, showbiz move... but if you want to use my name to glorify your show, i'll understand... coz i can see how it will benefit you. and that's okay coz it will definitely benefit me, as well. Be careful though, because it could very well backfire on you... i have 30 years of a good name both here and in Manila... so think about it.

Luisa, it doesn't really matter to me what you do with your show. The comment was made to give you a dose of your own medicine. You have repeatedly belittled and insulted me so many times in the past... especially during my David Pomeranz concert (i've kept all your painful emails)... and yet i kept silent. And yet I kept you as guest in my concert. And yet i kept trying to believe that you could be my friend. But you just don't know when to stop. So i had no choice but to make you feel how you've made me feel for so long.

People forget what you say and what you do, Luisa, but people never forget how you make them feel... I know I will never forget how you've made me feel.

So go ahead and throw a tantrum and do what you want to do... i've made my point. If you want to put yourself up by putting me down, that's your choice. But let me tell you, many have tried and none have succeeded. No one gets ahead by putting others down.

Maybe, just this once, think about how you make other people feel, Luisa... it will do you good.

all the best,
Joey
