

EXHIBIT BUNDLE

BizImage Marketing, LLC

v.

Caya Health / Moore Medical Group

CAYAIH Integrated Health Inc.

Mediation — March 31, 2026

PRIVILEGED & CONFIDENTIAL

Prepared for Mediation

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BizImage Marketing, LLC v. Caya Health / CAYAIH Integrated Health Inc. — Mediation, March 31, 2026

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EXHIBIT A

Original Service Agreement — March 8, 2022

DATE	March 8, 2022
FROM	BizImage Marketing LLC
TO	Caya Health / Moore Medical Group
SUBJECT	Services Agreement — Execution

SUMMARY

The foundational contract between BizImage Marketing LLC and Caya Health / Moore Medical Group establishing a monthly retainer of \$2,637.88 for a suite of digital marketing services. The agreement carried a 12-month auto-renewing term with a Section 4 termination clause requiring 60-day certified written notice from either party to exit.

Services Covered: SEO management, website hosting, social media management, digital marketing, video and photography production, heat-map tracking, and PPC/Adwords management.

SIGNIFICANCE TO CASE

Establishes the operative contract. No compliant termination notice was ever delivered, meaning the agreement continued auto-renewing through at least March 8, 2026.

Source: Ang-WAlter.pdf, Pages 87, 89, 122

Full email available in the complete email record provided to the mediator.

EXHIBIT B

Website Login Request — March 28, 2023

DATE	March 28, 2023
FROM	Gavi Berman (gberman@mooremedicalgroup.com)
TO	John Maher, Angela Maher, Andrew Weitknecht
SUBJECT	Website login for Editing

SUMMARY

Gavi Berman requests editing login credentials for both the Caya Health and Moore Medical websites. The request initiates a period of tension around access levels and site control that ultimately resurfaces in later exhibit communications.

SIGNIFICANCE TO CASE

Documents the beginning of access disputes over client-controlled content. BizImage retained SEO-level control to protect the integrity of services being provided.

Source: Ang-WAlter.pdf, Pages 1, 3

Full email available in the complete email record provided to the mediator.

EXHIBIT C

Admin Access & Invoice Request — April 12, 2023

DATE	April 12, 2023
FROM	Gavi Berman
TO	Andrew Weitknecht, John Maher, Angela Maher
SUBJECT	Full Admin Access and Invoice Confirmation

SUMMARY

Gavi Berman escalates the access request, demanding full admin rights, and simultaneously confirms awareness of BizImage's payment process, asking about invoice delivery and acknowledging that BizImage should be compensated for services rendered.

KEY QUOTE(S)

"I need full admin access to edit all page content etc... Also, did you all send an invoice for March? I want to make sure you are getting paid now that you are not drafting the account directly."

SIGNIFICANCE TO CASE

Caya's own representative explicitly acknowledges BizImage should be paid, directly contradicting later claims that no payment obligation existed.

Source: Ang-WAlter.pdf, Pages 5, 14

Full email available in the complete email record provided to the mediator.

EXHIBIT D

SEO Management Response — April 13, 2023

DATE	April 13, 2023
FROM	Angela Maher (angela_maher@mac.com)
TO	Gavi Berman
SUBJECT	Re: Full Admin Access

SUMMARY

Angela Maher responds to Gavi Berman's admin access demand, explaining the basis for BizImage's retention of site control. BizImage held SEO control as a core deliverable under the service agreement.

KEY QUOTE(S)

"In regards to your request for full access, we are responsible for your SEO and any major changes to your website need to be done through our team."

SIGNIFICANCE TO CASE

Establishes BizImage's legitimate contractual reason for managing website access levels, consistent with the SEO services scope in Exhibit A.

Source: Ang-WAlter.pdf, Pages 9, 14

Full email available in the complete email record provided to the mediator.

EXHIBIT E

Admin Access Demand — April 13, 2023

DATE	April 13, 2023
FROM	Gavi Berman
TO	BizImage Team
SUBJECT	Admin Access — Urgent Request

SUMMARY

Gavi Berman follows up the same day with an insistent demand for full administrative access to the websites, expressing discomfort with the arrangement but notably not terminating the agreement or alleging any breach.

KEY QUOTE(S)

"it makes me uncomfortable that we, as owners, do not have admin access to our own website. Please provide full admin access today."

SIGNIFICANCE TO CASE

Despite expressed dissatisfaction, no termination notice consistent with Section 4 of the agreement was delivered. The business relationship continued for over two more years.

Source: Ang-WAlter.pdf, Pages 13

Full email available in the complete email record provided to the mediator.

EXHIBIT F

AWS Access Request — July 1, 2025

DATE	July 1, 2025
FROM	Walter Murray (wmurray@mooremedicalgroup.com)
TO	John Maher, Angela Maher
SUBJECT	AWS Account Access — Caya Health Website

SUMMARY

Walter Murray contacts BizImage requesting AWS login credentials and access information for the server hosting the Caya Health website, framing it as an effort to tighten internal documentation.

KEY QUOTE(S)

"As part of tightening up our internal documentation... I realized I don't have login credentials or access information for the AWS account where our Caya Health website is hosted."

SIGNIFICANCE TO CASE

In hindsight, this inquiry reads as due diligence preparation for the CAYAIH acquisition that closed approximately three months later in November 2025. Murray's framing as "internal documentation" obscures the likely business purpose.

Source: Ang-WAlter.pdf, Pages 31

Full email available in the complete email record provided to the mediator.

EXHIBIT G

Hosting Explanation — July 1, 2025

DATE	July 1, 2025
FROM	John Maher (BizImage)
TO	Walter Murray
SUBJECT	Re: AWS Account Access

SUMMARY

John Maher explains the hosting arrangement to Walter Murray. Murray's follow-up response acknowledges the hosting structure and raises no objections to the arrangement, consistent with continued acceptance of the service agreement terms.

KEY QUOTE(S)

John Maher: "You are on our Bizimage servers provided by AWS for security. Bizimage is your hosting provider."

Walter Murray: "Oh ok, so as clients of BizImage we don't get access limited to just our site and not your entire BizImage server"

SIGNIFICANCE TO CASE

Murray's response does not dispute or seek to terminate the hosting arrangement. The exchange confirms Caya's continued acceptance of BizImage as their hosting provider.

Source: Ang-WAlter.pdf, Pages 33

Full email available in the complete email record provided to the mediator.

EXHIBIT H

Amendment Negotiations — July–August 2025

DATE	July–August 2025
FROM	Multiple parties
TO	Multiple parties
SUBJECT	Proposed Agreement Amendments

SUMMARY

A series of emails and a GoToMeeting on August 1, 2025 during which the parties negotiated proposed amendments to the original service agreement. Proposed changes included: fee reduction from \$2,637.88 to \$1,987.88 per month; removal of video/photography services; removal of heat-map tracking; transfer of domain/DNS control to Caya; addition of termination-for-convenience language; and removal of auto-renewal.

SIGNIFICANCE TO CASE

The specific nature of the proposed amendments — domain control, termination-for-convenience, removal of auto-renewal — is consistent with preparation for a business acquisition. These changes would have been essential to a clean asset transfer. The acquisition of CAYAIH occurred approximately three months later.

Source: Ang-WAlter.pdf, Pages 87, 88

Full email available in the complete email record provided to the mediator.

EXHIBIT I

Caya's Signed Addendum — August 2025

DATE	August 2025
FROM	Caya Health / CAYAIH
TO	BizImage Marketing LLC
SUBJECT	Revised Agreement — Signed with Addendum

SUMMARY

Caya signed and returned the revised agreement but added an addendum containing termination-for-convenience language not present in the version BizImage had proposed. This constituted a material change to the offered terms.

SIGNIFICANCE TO CASE

Under Florida contract law, returning a signed agreement with material modifications constitutes a counteroffer, not an acceptance. Caya's signature on a modified version did not create a binding amended contract without BizImage's acceptance of the new terms.

Source: Ang-WAlter.pdf, Pages 88, 123

Full email available in the complete email record provided to the mediator.

EXHIBIT J

BizImage's Written Rejection of Addendum — August 2025

DATE	August 2025
FROM	BizImage Marketing LLC
TO	Caya Health / CAYAIH
SUBJECT	Rejection of Proposed Addendum

SUMMARY

BizImage expressly rejected Caya's addendum in writing, stating: (1) the August 2025 revision was not accepted; (2) no amended agreement had been fully executed by both parties; and (3) the March 8, 2022 original agreement remained in full force and effect.

SIGNIFICANCE TO CASE

This written rejection is critical. It prevents Caya from arguing that the original agreement was superseded or modified. As of this rejection, the parties were governed by the March 8, 2022 agreement with all original terms intact, including the 60-day certified written notice termination requirement.

Source: Ang-WAlter.pdf, Pages 87, 88

Full email available in the complete email record provided to the mediator.

EXHIBIT K

Payment Authorization Emails — April–May 2025

DATE	April–May 2025
FROM	Walter Murray (wmurray@mooremedicalgroup.com)
TO	BizImage Marketing LLC
SUBJECT	ACH Debit Authorization — BizImage

SUMMARY

Walter Murray sent multiple emails confirming BizImage as an approved vendor after the bank flagged the ACH charges. Murray explicitly authorized BizImage to resubmit the ACH debits and provided banking information directly to facilitate payment.

SIGNIFICANCE TO CASE

Directly and fatally contradicts Walter Murray's January 7, 2026 claim that BizImage was never authorized to debit the CAYAIH account. Murray personally authorized the exact same type of ACH transaction months before claiming it was "unauthorized."

Source: Ang-WAlter.pdf, Pages 88

Full email available in the complete email record provided to the mediator.

EXHIBIT L

Banking Information Update — December 5, 2025

DATE	December 5, 2025
FROM	Walter Murray (wmurray@mooremedicalgroup.com)
TO	BizImage Marketing LLC
SUBJECT	Updated Banking Information — CAYAIH

SUMMARY

Walter Murray proactively provided new Bank of America account details for CAYAIH: account ending in 4933, routing number 063000047. This update was sent directly to BizImage for the purpose of facilitating continued ACH billing.

SIGNIFICANCE TO CASE

Murray voluntarily provided the specific account details (ending 4933) that he would later characterize as "stolen" or debited without authorization. The transmission occurred exactly 33 days before Murray issued his January 7, 2026 unauthorized debit demand threatening a sworn Affidavit of Unauthorized Debit.

Source: Ang-WAlter.pdf, Pages 84, 85

Full email available in the complete email record provided to the mediator.

EXHIBIT M

Agreement Reconciliation Request — December 31, 2025

DATE	December 31, 2025
FROM	John Maher (bizimage@mac.com)
TO	Crystal Vargas, Walter Murray
SUBJECT	Agreement Reconciliation & Transition Close-Out

SUMMARY

BizImage proactively reaches out on December 31, 2025, confirming the agreement remains in effect through March 8, 2026 (the next auto-renewal date), seeking alignment on any outstanding balance, and proposing an orderly 30-day handoff to ensure continuity of digital services.

SIGNIFICANCE TO CASE

BizImage's good-faith attempt to manage the transition professionally. The email demonstrates BizImage's awareness of its contractual rights while offering a cooperative resolution path — which Caya summarily rejected the same day.

Source: Ang-WAlter.pdf, Pages 36

Full email available in the complete email record provided to the mediator.

EXHIBIT N

Zero Balance Response — December 31, 2025

DATE	December 31, 2025
FROM	Walter Murray
TO	John Maher
SUBJECT	Re: Agreement Reconciliation & Transition Close-Out

SUMMARY

Walter Murray responds to BizImage's reconciliation request on the same day, denying any outstanding payment obligation to BizImage despite continued use of BizImage-maintained services including website hosting.

KEY QUOTE(S)

"My records show there is ZERO outstanding balance at this time"

SIGNIFICANCE TO CASE

This denial is inconsistent with the continued operation of BizImage-hosted services and the banking information update Murray had sent 26 days earlier. The claim of zero balance directly conflicts with the auto-renewing agreement terms.

Source: Ang-WAlter.pdf, Pages 38

Full email available in the complete email record provided to the mediator.

EXHIBIT O

Unauthorized Debit Demand — January 7, 2026

DATE	January 7, 2026
FROM	Walter Murray (CFO, CAYAIH Integrated Health Inc.)
TO	BizImage Marketing LLC
SUBJECT	Unauthorized ACH Debit — Immediate Reversal Demanded

SUMMARY

Acting in his capacity as CFO of CAYAIH Integrated Health Inc., Walter Murray sends a formal demand letter claiming no contract exists, that authorization had been revoked, and that the amount debited exceeded contract limits. Murray demands reversal within 24 hours and threatens to file a sworn Affidavit of Unauthorized Debit.

KEY QUOTE(S)

"You are NOT authorized to debit the CAYAIH Bank of America account ending in 4933."

SIGNIFICANCE TO CASE

This letter is internally inconsistent: it simultaneously claims no contract exists while citing contract rate limits as the basis for the objection. Murray cannot argue both that there is no contract and that BizImage exceeded its contractual amount. Additionally, Murray himself provided account ending 4933 to BizImage on December 5, 2025 — just 33 days before this demand.

Source: Ang-WAlter.pdf, Pages 84, 85

Full email available in the complete email record provided to the mediator.

EXHIBIT P

Attorney Memorandum — January 13, 2026

DATE	January 13, 2026
FROM	John Maher (bizimage@mac.com)
TO	Steve Voigt (Voigt Law Group)
SUBJECT	Legal Memorandum — BizImage v. Caya / CAYAIH

SUMMARY

John Maher prepares and transmits a nine-section legal memorandum to attorney Steve Voigt analyzing the complete email record under Florida contract law. The memorandum addresses the formation and enforceability of the original agreement, the failed amendment process, the anti-termination notice requirements, and CAYAIH's liability exposure.

KEY QUOTE(S)

"the email record strongly supports the continued enforceability of the March 8, 2022 agreement"

SIGNIFICANCE TO CASE

The memorandum serves as a structured pre-litigation analysis. Its nine-section organization demonstrates the documentary strength of BizImage's position and the comprehensive nature of the evidentiary record.

Source: Ang-WAlter.pdf, Pages 87–89

Full email available in the complete email record provided to the mediator.

EXHIBIT Q

Attorney Review & Referral — January 14, 2026

DATE	January 14, 2026
FROM	Steve Voigt (steve@voigtlawgroup.com)
TO	John Maher
SUBJECT	Re: Legal Memorandum — BizImage v. Caya / CAYAIH

SUMMARY

Attorney Steve Voigt reviews the memorandum and email record, provides his initial assessment, and refers the matter to litigators Laura and Jason Gaskill (941-993-0787) for active representation.

KEY QUOTE(S)

"it appears you would have a good case moving forward"

SIGNIFICANCE TO CASE

Independent attorney assessment confirming the strength of BizImage's legal position based on review of the same email record presented at this mediation.

Source: Ang-WAlter.pdf, Pages 103, 104

Full email available in the complete email record provided to the mediator.