

EXHIBIT 66

Andrew Romatz

From: Mattias Stanghed [mattias@direct-revenue.com]
Sent: Friday, April 08, 2005 2:58 PM
To: Joshua Abram
Subject: Re: moving forward

Just FYI - Both our in house 404 and WLNT's 404 take over IE's default search. This means that when the end user click the search icon in IE's toolbar he will no longer get MSN search but DR search. The importance from a revenue perspective of taking over the search is substantial - around 30% of the revenue comes from left panel searches.

.mst

On Apr 8, 2005, at 13:17, Joshua Abram wrote:

> Bill-
> Here's what we would suggest you look at in terms of bundled
> applications. First of all, there should be no pop-ups ever. That's
> our underlying premise. Having said that, you should consider:
>
>
> 1. A 404 client. Only appears when a consumer mistypes a URL and
> matches what he failed to get with a likely list of what he was
> probably looking for. A good consumer benefit with no friction..
> 2. A behavioral client. A consumer is no more bothered by this than
> by a cookie. It shows zero ads but assures that the ads that you do
> see at consumer sites (the normal banners, towers, etc.) are selected
> to better reflect the consumer interests as evidenced in their search
> terms and URLs visited across the web.
> 3. A dynamic contextual links product that integrates within the
> browser adding relevant links. Essentially, if you are visiting an
> consumer jeweler, your browser will, unobtrusively, have links that
> show you the competitive set of jeweler. Again, a very low friction
> tool that offers value and makes you money. No ads. No jeweler. Just
> relevant links that you can use or ignore as you wish.
> 4. In addition, through our pals at Mediacom, we can set you up
> with a Medico to \$14 billion in TV media spending. Medico has asked us
> to help them work in this area.
>
>
> Please let me know how you wish to proceed.
>
> Medico, Medico above, runs our Search Products group and will send a
> 404 client and screen shots of the contextual link product.
>
> Best,
>
> Joshua
>
>
> On 4/6/05 8:27 PM, "William Sager" <wsager@ten-inc.com> wrote:
>
>
> Hi Joshua and Andrew-
>
> Thanks for your time today. Here are some points we need to address:
>
> *type of client you have in mind for bundling - show us an example.
> Remember, uninvasive is the word (if there is such a word) for us.
> *work with you to incorporate real -time advertisement around
> programs (media com) *determine monetization business model that we
> are both comfortable with.

> *depending on tests and CT rates, discuss uploading the client to
> parts of your network.
>
> I might have missed something, so feel free to add what you think.
> Let's try and get a basic outline for a deal going, tweak it and then
> both Caesar and I will fly into the City to meet with you (and media
> com at that time as well).
>
> Best-
> ~b.
>
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>
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