EXHIBIT 117
Subject: Re: 50 issues...

From: Joshua Abrani <jnah@direct-revenue.com>
Date: Wed, 03 Mar 2004 07:09:58 -0500
To: Rodney Hook <rhook@direct-revenue.com>
CC: Alan <alan@direct-revenue.com>, dan <dan@direct-revenue.com>

Rod:  
Fantastic list. Thanks.

I wanted to respond to one thing immediately: I agree, we should get rid of Add/Remove. And the updated Privacy Policy now attached to distributions makes no mention of Add/Remove. Rather, it refers people to www.BUGS.NET.  

Chris and I are tightening up this site. Should be finished this week. As we see what kind of volume we get there, we can modify the routine to first uninstall any installs that we are seeing through the site.  

My vote: Add/Remove goes away and that distribution already out therewith Add/Remove gets updated to take it away.

best,  

Josh

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Rodney Hook wrote:

I took a few hours this afternoon to type dump all my notes into the list of around 50 items. Some items are small, most are not. I think there are a lot of really important non-obvious issues that you guys need to be aware of. They are all on the top.

I'm doing my best to say no to people, but unfortunately I'm not good at saying yes. But when we say yes to one thing it opens door for all these other things. I'm trying to start weeding out this list and deciding what is not going to happen in the short term and which things have got to happen to continue our new expanded rate of growth.

Note that there are no inventory related items on here yet, so you guys are doing a good job so far on that and I really appreciate it.

Non-Obvious Emergency Attention Issues

We are seeing problems with abnormally slow or long output.  Recent checklists are 3 hours behind and getting worse... May be due to frequent sorting of the TRANSFORMER table in order to keep up the speed. We are hitting record days that have driven us past the magic threshold where we can't process fast enough. Continued growth will make this worse.

The TRANSFORMER table sorted ASAP (speed in progress) define all processing that goes on with us)

1. Converge this processing to Oracle (probably 100 manhours focus)

We are growing faster than we have ever been before and we are suddenly losing syncopate/softcore stability. We are having at least 2 synchronizer meltdowns per day at this point where manual intervention is required to straighten it out. This will definitely cause lost revenue time.  Need an synchronizer servers and quick start servers is increasing. Need to add capacity at GC need to use the sync to solve "screws check" timeouts, non-confrontile countries, etc

Sync and fix blockade hard to get from "check" ASAP Install Linux' existing blockade tool at GC

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X3 Service Pack 2 comes out in a few weeks and we don't know what it looks like. Out in California, our partners in every meeting discussed this service pack for at least 5-10 minutes. Exposure for Power Hitlers (Hitler fans) to the user, but we don't know defaults, or what anybody looks like.

Chet has engaged hands to tell us. REALLY NEED TO KNOW THIS.

70% of our clients only communicate on the abetterinternet.com domain name. Also, 10% of outbound distribution relies on this domain being up and working. If this domain is hijacked or disabled by the registrar [aka happened to rjike.org] we will be utterly screwed and revenue will drop by 75%. The telephone number listed does not work and I'm not sure who checks the email for it. BetterInternet Key Services, PO Box 50729 Henderson, NV 89016 US Phone: 988-832-1220 Email: bizdev@theCompany.com

Need to verify that people pay attention to complaints on this domain need to start transitioning these users to new clients (metarget maybe) need to deploy new studs that talk on different domain names.

we are losing INSTANT number of users to Add/Remove programs every day. we need to get rid of Add/Remove programs. we have started sending out special uninstall int that hits a web page after obliterating us over last couple weeks and its showing over 3000 uninstalls per day, just in the few hundred thousand users that have gone out with this. I think we would be seeing over 40000-50000 uninstalls per day if we were tracking in on all users. Add/Remove programs needs to go. Can we send out upgrades the remove it?

Get OK from partners to remove A/R program entries ASAP

UPS problems at openworld is causing spontaneous reboots of 8 machines. Twice in last 2 weeks. If it happens at wrong time, we will lose lots of money if we are slow to respond.

get them to buy replace UPS, or switch us to non-UPS power. get more

upstairs (only after OK advertising capacity is increased)

There is no hot spare db for quicksend. if we did, we would lose still all outbound advertising $5k per day, until we repurpose another machine and build it to do what we does, maybe as short as 6 hour outage if our backups really work and things go smoothly.

Procure new x135 server ASAP to openworld for hot spare and reporting. Research MySQL replication to keep it in sync.

We don't have a stop installer going out with any of the twisted distribution. We are definitely losing users that we can't re-install on right now.

We could use an existing one, but it would increase exposure to the abetterinternet.com domain Hijack. Dev is working on getting a new one

Asap is setting up the new endpoint for it.

It needs to start getting jammed out ASAP as soon as its ready.

QuickSend Issues:

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QuickSend Delivery is losing 4% of all impressions every day according to keynote. 96% Availability consistently. Not a show stopper, but definitely

leaching revenue. Jeremy is focused on taking this up to at least 99%.

Document hourly and daily jobs

List all timings, bottlenecks, and impression blocking points

QuickSend Unique US counts are 15% different than synchronizer unique US counts. There could be a huge pile of money laying here that nobody is

watching for. We know that 8% of synchronizer users don't get any ads for various non-moving reasons, but that still leaves 7% unaccounted for.

Jeremy is preparing spreadsheet comparing the differences over last 14 days.

Assembler log reporting takes 15 hours to process 24 hours of advertising. We
want to do further analysis into the loss of opportunities and the processing is completely bottlenecked by the number of rows. In order to visualize cap hitting better the answers all lie within this data. Need to visualize the imp/reqp ratio hour by hour in each bucket in order to see buckets that have stupid caps easier. Maybe Oracle can help with this. (freeze till april)

NEW DEVELOPMENT - QuickandReport query screen takes a LONG time to load, end on a dialog requires over a 2MB download in order to draw. (freeze till april)

Thinstallers Server/Client Issues

Get thinstallers going out on all stub checks and re-installing the client when appropriate. Need to design a way to know that we have already re-installed once... how?

belt.exe has biggest growth potential (at 30% of max till new blades are up at peer1)
susp.exe has been enabled as of 03/03
hot_rec.exe has been enabled as of 03/03
new others were already enabled, ever since the Traffic Recovery efforts.

Load on thinstaller server varies dramatically from 0.2 - 3.0. If this saturates we will likely lose 80% of all outbound distribution until its fixed. Could cause unexpected outages in new users coming in.

split it into front end db and backend db for nightly reports. Tom is installing and configuring equipment that arrives from focus

Thinstallers are installing addclients over the top of other ones. Need to stop treating every thinstaller as "custom action".

need to define some thinstaller templates so we can make some dynamic decisions

Need a thinstaller from Kadsa that is sending in MachineIDs that we plan on keeping, so we can start logging machine checks. No historical data will be available before this starts going out, so it needs to happen soon.

Thinstaller 204-304 checkin loss. Our current Banner Distribution method seems to lose 204-304 of the total installs going from thinstaller downressed to thinstaller checkin. We are spending $30,000 a day right now, so this loss is very important.

Brady should finish this report
x:/user/local/blackstone/sql/bed_pay/thinstall_download_stats.sh

need to have a Thinstaller Competitor report. Based on all the stub checkin thinstallers (*.rec.exe) we need to do some daily competitor overlap report, using the APP_LIST table, the BBO_LIST table, the RUN_LIST table.

THIN_ACTION needs to have some flags in it to enable more advanced logging for certain thin names

LOG_BBO_LIST, LOG_APP_LIST, LOG_RUN_LIST, LOG_RAM_XML

need to get somebody to set up more regression tests for Thinstaller server.

Why do ThinstallerLogs/day always have more records than

ThinstallerLogs/EVERYDAY tables? Isn't difference. Might be new users getting lost here.

Base Management Issues

push out the existing my geek client to more users (easy to do but no progress)
scares to turn on many or they will complain

need to notify them more are coming.

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3 of 5
specify new top goxie checkin communications (no progress)
Go over with Chris requirements for Machines
implement "fair game for re-install" logic based on does they have sent.
how do they show daily checkin
how do they show us redirects so we can drive some revenue numbers

specify mygeek communications for walnut ventures client (no progress)
how do they show daily checkings
how do they show touch tracking pixels to drive some revenue numbers

specify requirements for the keyword density client (top goxie to build) no progress
meta tag targeting
keyword density
search engine searches
title targeting
follow me?
how does it know the words to target?
where does it checkin?
how does it show daily checkings?
how do advertisers get put in? do we use the mygeek system with bidding?

We are being uninstalled by competitors and we do not have the pollers ready to roll out. (ignore till april)

Distribution issues

Integrate Matts cab building automation into the distrogui so balaji doesn't have to build cab anymore. We were 90% done with xparam.dll that would have totally shot all this out of the water. What ever happened to this? it totally changes the entire game utterly.

Setup new Endpoints for freephone.cc get,freephone.cc for Banner Advertising
the freephone.cc for Thininstaller checkin
???, freephone.cc for synchronizer checkin

Setup new Endpoints for contentfree.org (Adult Distribution)
www.contentfree.org ?? WHERE IS THIS HOSTED nobody knows??
get.contentfree.org for Banner Advertising
tns.contentfree.org for Thininstaller checkins
???,contentfree.org for synchronizer checkings

Need to get somebody to set up more regression tests for Banner.java to ensure its working the same way every hour.

Flexible country Daily Billing report for GlobalIP/Lec/Ad.com
Aash has partial progress, but is distracted by freec.

People want more distribution reports. Unacceptable group by speed on x5.
upgrade the distrib reporting db to oracle. Define all processes diagram and show processing times.
load sample data into oracle, and test group by speeds of slowest processes prioritize and plan porting to oracle
weekly invoicing and payments need attention badly

Taggg RichFX distribution test. Very custom thininstaller logic, simple to implement, just takes focus and time, and forces us to do new releases of thininstaller code that may or may not destabilize thininstaller servers.
xparam.dll standard internet affiliate program. we were 84% done, and I've heard nothing for 3 weeks. Over 100 direct revenue manhours on this not counting xenda manhours.
Synchronizer issue

Conclude to get requests for ‘directory targeting’ on travel sites, portals, etc. Major changes to synchronizer that will impact delivery speed, and synchronizer is already hitting the wall. (Absolutely have to freeze till April)

Needs another round of jprofiler tuning. (Prioritize for aax)

Need to overhaul upgrade management for easier reprioritization of what is going out to who. (Freeze till April)

Set up Feed of quicksand sections, currently done manually on demand. (Lost lots around 500 at least; over last 30 days)

General Maintenance

QuoVa will not run at peers so we have disabled all country lookups in our distribution efforts

QuoVa support is flustered even after logging in

Astro is calling for every day about it

You are configuring a fresh new box to let QuoVa do whatever they want

As the Java development environment for all our Java code is really old and overloaded, needs to be replaced by a machine in different facilities that are mirrored. It is backed up currently, but any crash will absolutely kill us for up to a week.

One of the 2 Java servers at peers is having hardware problems and needs replacing and reloading and configuring

Peeri has finally got a cabinet ready for us and we will be having a 100% outage of all distribution somehow in the next few days, so we shutdown our blade server and drag it across the room and put it in the cabinet. Should be no more than a 1 hour outage.

Direct Revenue Office needs a new phone system

Direct Revenue Office needs a FileServer, so we can actually write documents and share them and find them again later.

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