

# EXHIBIT 27

Fwd: Installs

**Subject:** Fwd: Installs ..  
**From:** Daniel Doman <dan@direct-revenue.com>  
**Date:** Thu, 16 Sep 2004 19:17:25 -0400  
**To:** Brady Hunt <brady@direct-revenue.com>

FYI

Begin forwarded message:

**From:** Daniel Doman <dan@direct-revenue.com>  
**Date:** September 16, 2004 7:16:52 PM EDT  
**To:** "Mia Simonsen" <mia@direct-revenue.com>  
**Subject:** Re: Installs

I agree, I am trying to get as much understanding of the business background as possible behind this. I am guessing that you are not in the office.. did you have a chance to talk to Brady? He can do some of the forensics for you on this.

-dan

On Sep 16, 2004, at 7:27 PM, Mia Simonsen wrote:

Not sure exactly what is going on right now, and am dying to find out myself.

My suggestion is that we do some "silent" surveying of their bundle, we have the live link. And try to put together what goes on after a while.

I know they're bundling us with either 180 or Claria. Always one or the other.

But it hasn't been a problem previously in terms of churn, or profitability.

However, there is a concern I feel we should investigate.

Thanks,  
M.

-----Original Message-----

**From:** Daniel Doman [mailto:dan@direct-revenue.com]  
**Sent:** Thursday, September 16, 2004 4:08 PM  
**To:** Mia Simonsen  
**Subject:** Re: Installs

I know we don't pay twice on installs or they would all be robbing us blind :)

But there is still a big problem if we are recovering that many after their installs. And at some point they will come to us with hands out. Do you think they are shooting us? What did they change?

-dan

-----Original Message-----

**From:** "Mia Simonsen" <mia@direct-revenue.com>  
**Date:** Thu, 16 Sep 2004 16:18:41

Fwd: Installs

To: <dan@direct-revenue.com>  
Cc: "Brady Hunt" <brady@direct-revenue.com>, "Raffi Minassian" <raffi@direct-revenue.com>  
Subject: RE: Installs

I got the answer from Rod on the cost side.  
We do not pay twice for installs, which helps.  
Good luck at the dentist.  
M

Mia Simonsen  
Distribution Manager

Better Internet, LLC  
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E-mail: Mia@Abetterinternet.com  
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-----Original Message-----

From: Daniel Doman [mailto:dan@direct-revenue.com]  
Sent: Thursday, September 16, 2004 3:20 PM  
To: Mia Simonsen  
Cc: Brady Hunt; Raffi Minassian  
Subject: Re: Installs

Talk to brady I am at dentist and it sounds like you need answers now...

Brady can analyse for you.

-dan

-----Original Message-----

From: "Mia Simonsen" <mia@direct-revenue.com>  
Date: Thu, 16 Sep 2004 16:01:16  
To: <dan@direct-revenue.com>, "Distribution" <distribution@direct-revenue.com>  
Cc: "Andrew Pancer" <andrew@direct-revenue.com>, "Chris Dowhan" <chris@direct-revenue.com>  
Subject: RE: Installs

No, this is ICMD, they were churning at a high rate before Andrew turned them off, and are now back for a test - but unhappy with what we're showing.  
Separate issue.

Potentially big issue right now, is that according to the Transponder Change log, Integrated Search seems to be overwriting "taking over" old existing dist IDs at a rate of 67K + installs daily. My real concern is also, that they are taking over Poller Recoveries and Blanks. I would like to understand the transponder logs better, to really find out if we are:

A. Paying more than once per install

B. Loosing Poller recoveries to distribution partners.

I feel this requires somewhat immediate response.

Thanks,  
M.

Mia Simonsen  
Distribution Manager

Better Internet, LLC  
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-----Original Message-----

From: Daniel Doman [mailto:[dan@direct-revenue.com](mailto:dan@direct-revenue.com)]  
Sent: Thursday, September 16, 2004 2:56 PM  
To: Mia Simonsen  
Subject: Re: Installs

These the guys we are talking about? I need to understand better what you think they are doing. Do you think they are shooting us before an install in the hope that we won't notice? Just trying to get a handle on what / where you think the problem is.

-dan

-----Original Message-----

From: "Mia Simonsen" <[mia@direct-revenue.com](mailto:mia@direct-revenue.com)>  
Date: Thu, 16 Sep 2004 15:35:29  
To: "Vladimir Khomenko" <[vladkh@icmediadirect.com](mailto:vladkh@icmediadirect.com)>, "Daniel Doman" <[ddoman@direct-revenue.com](mailto:ddoman@direct-revenue.com)>  
Cc: "Andrew Pancer" <[andrew@direct-revenue.com](mailto:andrew@direct-revenue.com)>, "Distribution" <[distribution@direct-revenue.com](mailto:distribution@direct-revenue.com)>  
Subject: RE: Installs

Hi Vladimir,

I already requested that you send me a step by step description of how you measure your installs.

From what you were saying about Kazaa type download, you may very well be overlapping existing distribution and that is why you're not seeing more installs.

However, I would like to know more about your counting, or perhaps if you could send me a live link so I have something to QA/troubleshoot.

Thanks,

Fwd: Installs

Mia

Mia Simonsen

Distribution Manager

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-----Original Message-----

From: Vladimir Khomenko [mailto:[vladkh@icmediadirect.com](mailto:vladkh@icmediadirect.com)]

Sent: Thursday, September 16, 2004 2:14 PM

To: Mia Simonsen

Cc: 'Andrew Pancer'; 'Distribution'

Subject: Re: Installs

Hello Mia,

I did not get any assistance from your end and had to pause the campaign. We delivered over 114k downloads and you saw very little on your end. Please let me know what we can do to get this problem resolved.

Vladimir

----- Original Message -----

From: Mia Simonsen

To: 'Vladimir Khomenko'

Cc: 'Andrew Pancer' ; 'Distribution'

Sent: Thursday, September 16, 2004 10:52 AM

Subject: Installs

Hi Vladimir,

Just wanted to hear if you solved the install problem on your end?

I would still love to see some volume, so if theres anything I can do to help?

Thanks,

M.

Mia Simonsen

Distribution Manager

Better Internet, LLC

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Fwd: Installs

Sent via BlackBerry -

Daniel Doman  
DirectRevenue LLC

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Part 1.1	Content-Type: text/enriched Content-Encoding: 7bit
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