

# EXHIBIT 3

# direct revenue

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### Direct Revenue management team

**J.P. Maheu, CEO**

Joshua Abram, EVP, Business Development

Daniel Kaufman, EVP, Corporate Development

Alan Murray, Chief Product Officer

Rodney Hook, CTO

Andrew Reiskind, General Counsel, Chief Privacy Officer

Josh Engroff, VP, US Revenue Operations

Chris Dowhan, VP, Distribution

#### J.P. Maheu: CEO

Jean-Philippe "J.P." Maheu is an established leader in online marketing technologies with a record of improving customer service and expanding distribution channels to help significantly grow young companies. As the CEO of the online marketing pioneer Razorfish (Nasdaq: RAZF), J.P. led the company to growth and profitability prior to its sale to SBI in 2003. Prior to Razorfish, Maheu was a principal of Gunn Management Consultants and a senior manager at A.K. Kearney Management Consultants. More recently, he served as the interim CEO of Rulespower Inc., a Boston-based business process management application software company, of which he is a director, and taught as an adjunct professor at the University of Columbia Business School. He is a graduate of the Northwestern University Kellogg Graduate School of Management and of Pierre et Marie Curie University, and Paris Dauphine University of Paris France.

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#### Joshua Abram: EVP, Business Development

For the first three years of Direct Revenue's growth, Joshua Abram served as CEO. Now the firm's EVP of Business Development, Abram is focused on developing strategic partnerships which expand both DR's revenues and installed base, while providing valuable content and tools for consumers. A veteran marketing entrepreneur, Abram has been a principal in several marketing and product development firms that serve the media, direct marketing and Internet industries. Abram has extensive experience in creating large-scale affinity marketing programs and in developing and launching advertiser-supported alternative media.

Prior to founding Direct Revenue, Abram co-founded Dash, an Internet software company that simplified online shopping for consumers (named Best Shopping Tool of 1999 by Time Magazine) and enabled advertisers to better target their online marketing efforts through software-based advertising. As Executive Vice President of Business Development, Abram led the enlistment of more than 140 leading merchants to participate in the Dash Merchant Alliance and spearheaded Dash's effort to gain distribution to individual users through partnerships with name brand marketers and other free software providers. Abram's successes resulted in distribution agreements with a variety of online marketers including GTE, United Airlines, Priceline.com, TD Waterhouse, Val Pak, AskJeeves and About.com.

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#### Daniel Kaufman: EVP, Corporate Development

As EVP of Corporate Development for Direct Revenue, Daniel Kaufman has helped guide corporate strategy and has spearheaded the recent effort to recapitalize the company. A graduate of Williams College, Kaufman is an entrepreneur and established executive.

Prior to co-founding Direct Revenue, Kaufman was CEO of Dash, an Internet software company that simplified online shopping for consumers (named Best Shopping Tool of 1999 by Time Magazine) and enabled advertisers to better target their online marketing efforts through software-based advertising. In 1996, Kaufman founded IvyEssays, which offers internet based editing services and useful tools for college and graduate school applicants. Following the success of IvyEssays, Kaufman co-authored four books on the

admissions process published by Barron's.

In 1993, Kaufman founded a real estate partnership that now owns several hundred apartments in the greater Boston area. In 1992, he founded JIT Consulting, which provided analytical and research services in the telecom, media and computer industries to Gemini Consulting.

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#### **Alan Murray: Chief Product Officer**

As Chief Product Officer of Direct Revenue, Alan Murray has been responsible for generating revenues from Direct Revenue's user base and directing the company's technology development efforts. With a strong background in management, Murray has overseen internet companies as well as major industrial projects. He received a degree in engineering from the University of Kentucky.

In 1996, Murray founded CommerceInc, which later became Pipe9 Corp. As CEO, Murray oversaw the development of a Web-enabled database system that profiled more than 20 million businesses. Prior to his Internet experience, Murray developed his management style by directing the design and construction of major industrial projects. From 1985 to 1996, Murray was a senior executive for two of the nation's largest industrial engineering consulting and contracting firms. As executive in charge, Murray was responsible for projects of up to \$150 million, including the world's largest stainless steel finishing mill and the world's most advanced lubricant oil manufacturing plant.

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#### **Rodney Hook: CTO**

Rodney Hook brings extensive experience in relational database design and project management involving large-scale, high-profile applications. He has been a pioneer in the use of the Linux systems to manage extremely large, demanding database applications.

Prior to joining Direct Revenue, Hook oversaw the design and implementation of various 24/7 database-generated web applications for Pipe9. In this role, Hook led the team that built a data collection facility and resources to serve his clients, including American Express, Excite@home, and LookSmart.

Hook has served as the Vice President of Internet Systems for CommerceInc. In this capacity he served as architect for the development and the implementation of an 18 million record data warehouse of all US businesses. Hook oversaw a staff of technology professionals who were responsible for maintaining all aspects of technology operations.

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#### **Andrew Reiskind: General Council, Chief Privacy Officer**

Andrew Reiskind is an expert in Internet data and privacy issues and related intellectual property law. A former associate at Weil, Gotshal & Manges, he has held numerous in-house intellectual property positions at Fortune 500 companies and most recently served as Associate General Counsel at Modem Media, Inc., an internet advertising and marketing firm where he was responsible for, among other things, commercial, intellectual property and corporate affairs. As General Counsel and Chief Privacy Officer for Direct Revenue, he oversees the company's privacy standards and practices efforts. A member of the New York and Patent Bars, Reiskind is a 1991 graduate of Columbia University School of Law, and holds a B.Ch.E. cum laude with honors from the University of Delaware.

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#### **Josh Engroff: VP, US Revenue Operations**

As Vice President of US Revenue Operations, Josh Engroff manages the company's Sales, Client Services and Ad Operation teams. Engroff brings 9 years of advertising and technology experience, previously as Client Partner at Agency.com, where he oversaw key accounts with Discovery Networks, Sony, Polo Ralph Lauren, and Honeywell. While there, Josh grew the revenue of the New York office by 50%. He oversaw an integrated team of 30 designers, technologists, and project managers, and produced the Discovery Networks Upfront Sales presentation three years in a row.

Prior to Agency.com, Engroff was Senior Account Director at <kpe>, a boutique agency specializing in Media & Entertainment clients. Engroff managed relationships with Neiman Marcus, Discovery and Sony. Engroff also helped co-found Dash, an Internet software company that simplified online shopping for consumers (named Best Shopping Tool of 1999 by Time Magazine). Engroff holds an M.A. from Princeton University and a B.A. in Economics from the University of Vermont. He is the recipient of Fulbright, Mellon and Truman fellowships.

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#### **Chris Dowhan: VP, Distribution**

As VP of Distribution for Direct Revenue, Chris Dowhan is responsible for growing the company's user base by creating and managing partnerships with providers of free consumer software and content. Dowhan, who has been with DR in different capacities since its inception, leverages a strong technology background to innovate distribution practices.

Prior to Direct Revenue, Dowhan co-founded Dash, an Internet software company that simplified online shopping for consumers (named Best Shopping Tool of 1999 by Time Magazine) and enabled advertisers to better target their online marketing efforts through software-based advertising. As EVP of Technology, Dowhan oversaw all aspects of project management, development, and QA in the Maynard, MA office of 60 employees.

Prior to Dash, Dowhan worked in a web marketing role with client/server tech startup companies, including OneWave in 1997 and Centra Software in 1998. Dowhan was responsible for promoting the software of both companies through online channels.

Along with Direct Revenue's Managing Partner Daniel Kaufman, Dowhan co-authored four books on the admissions process, which were published by Barron's.

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