EXHIBIT 34
Subject: FW: FYI - frequency and pain
From: Daniel Doman <dman@direct-revenue.com>
Date: Thu, 16 Jun 2005 16:42:36 -0400
To: Alex Murray <alex@direct-revenue.com>
CC: Jean-Philippe Maheu <jmaheu@direct-revenue.com>

FYI

Begin forwarded message:

From: "Douglas Kee" <douglas@direct-revenue.com>
Date: June 16, 2005 3:24:51 PM EDT
To: "Daniel Doman" <dman@direct-revenue.com>, "Raffi Minassian" <raff@direct-revenue.com>
Subject: FYI - frequency

There seems to be a continuing problem with balancing revenue vs. annoying partners and users.

Mia says it's difficult to sign up new distributors partly because they see a screenful of popups after 10 minutes and tell us that's not what they want. I'm sure that the same reason also quickly deters users off shortly after we are installed.

Rod experimented with changing the minimum ad time from 45 seconds to 2 minutes but he said our revenue dropped significantly because we were not only showing fewer ads but showing lower CPC creatives. He changed the minimum ad time back to 45 seconds and disabled a bulk low CPC advertiser that he says was eating up impressions.

From: "Douglas Kee" <douglas@direct-revenue.com>
Date: June 9, 2005 12:50:51 PM EDT
To: "Badrun Khan" <bshahin@direct-revenue.com>, "Bill Stanton" <bstanton@schooldigital.net>, "Cathy Salazar" <csalazar@schooldigital.net>, "Charles Holt" <cho@schooldigital.net>, "Debrah Baxter" <deb@schooldigital.net>, "Ellen Chang" <echang@schooldigital.net>, "Erich Toftman" <etof@schooldigital.net>, "Gideon Lin" <glin@direct-revenue.com>, "Gina Lee" <glee@schooldigital.net>, "Deidra Walter" <dwalter@direct-revenue.com>, "Kida McCleen" <kmccleen@schooldigital.net>, "Kevin Bimbok" <kbimbok@schooldigital.net>, "James Brooks" <jbrooks@schooldigital.net>, "Jorgea Beck" <jbeck@direct-revenue.com>, "Jesse Stein" <jstein@schooldigital.net>, "Joe Szumaski" <jszumaski@schooldigital.net>, "Joho Yang" <jyang@schooldigital.net>, "Josefina Domingo" <jdomingo@schooldigital.net>, "Julie Mayo" <jmayo@schooldigital.net>, "Julie Pe" <jpe@schooldigital.net>, "Julienne Bretheld" <jbretheld@direct-revenue.com>, "Kathy Trinkle" <ktinkle@direct-revenue.com>, "Leigh Ann Dillon" <ldillon@schooldigital.net>, "Mary O'Reilly" <mmary@direct-revenue.com>, "Megan Carney" <mcarney@schooldigital.net>, "Michael Kormak" <mkormak@direct-revenue.com>, "Michelle Kuriner" <mkuriner@schooldigital.net>, "Nicole Sonai" <nsonai@direct-revenue.com>, "O J" <oj@schooldigital.net>, "Paul Nute" <pnute@schooldigital.net>, "Penny Keller" <pkeller@schooldigital.net>, "Philip Wu" <pwu@schooldigital.net>, "Rick Barton" <rmbarton@schooldigital.net>, "Rita Tertsch" <rtertsch@schooldigital.net>, "Ross Catto" <rcatto@schooldigital.net>, "Sandra Andrea" <sandra@direct-revenue.com>, "Sara Muller-Beatty" <smuller@schooldigital.net>, "Scott Kunklis" <skunklis@schooldigital.net>, "Stuart Lanza" <slanza@schooldigital.net>, "Sue Kao" <skao@schooldigital.net>, "Stanley Holder" <sholder@direct-revenue.com>, "Stephen Kiellards" <skiellards@direct-revenue.com>, "Tarae Watkins" <tawatkins@schooldigital.net>, "Tim Ebers" <tea@schooldigital.net>, "Wesley Chavez" <wc Chavez@schooldigital.net>
Cc: "Rodney Herr" <rher@direct-revenue.com>, "Daniel Doman" <dman@direct-revenue.com>, "Raffi Minassian" <raff@direct-revenue.com>, "GA" <g@direct-revenue.com>

Subject: HE: Aurora/Ceres issues

6/21/05 10:03 AM

DR022336

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FYI

The minimum ad time has been changed back to 45 seconds from 1 minute. However, one of the high impression, lower CPM ads has also been disabled so that we should show fewer ads per hour.

---Original Message---
From: Douglas Kee <mailto:doug@direct-revenue.com>
Sent: Tuesday, June 07, 2005 8:06 PM
To: [CCHP]
Subject: Aurora/Ceres issues

Hello,

There have been a few reports from SoloDigital and/or clients regarding technical issues and high frequency of popup ads with our software. If you encounter situations where you believe our ad client is crashing applications or otherwise misbehaving, please let me know immediately so we can investigate.

Our system is currently configured to do the following:
The minimum time between (targeted) ads is 2 minutes.
The minimum time between followme ads is 4 minutes.
The minimum time between RON ads is 30 minutes (but may happen more frequently if campaigns are set up to circumvent this logic).
We normally serve up to 6 ads/hr but may show up to 10 ads/hr if the CPMs are low.
We limit ourselves to no more than 30 ads/day.
Ads are frontloaded meaning we will try to deliver more inventory at the beginning of the each hour.

Doug
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6/21/05 10:30 AM
DR022337
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