EXHIBIT 71
With the increase in opt-out in mind, I will REPEAT my earlier comment. Given feedback from users who actually called me personally and directly, we are serving 90% TCO HBAR pops per hour. If we overlook it, we will really irritate users to the point of their machine. We need to BACK OFF or we will KILL our base.

1 - Users don't know how they get our software (this is both upgrade and recent install - see below).
2 - Users say that they are getting so many ads that it is annoying them.

One man called me at home (my office phone) and insisted that he had never opted in or installed anything. He said that Aurora stated appearing 3 weeks earlier (probably not an upgrade) and the frequency of the ads was driving him crazy. He finally admitted that he has a teen age daughter. He was happy that I had walked him through the install and walked away friendly but glad to be rid of us.

= dan =

On May 27, 2005, at 12:08 PM, rod hook wrote:

> As you can see in our churn reports, we are starting to see a weak
> over week drops in both US and INTL. The US drop may be because
> of the upcoming holiday weekend.
> For users running Aurora, we have over 50% with the new Add/Remove
> program entry. This has caused the numbers to go my PC tuned.
> triple immediately. We have gone from around 5000 opt outs per day
> to 14000 opt outs yesterday. It will probably level out with around
> 20K-25K opt outs per day being the norm.
> In the non-US user base we have released full rollout of the app. We
> which kick off the migration of branded clients to aurora and
> cerea. You can see yesterday we had a drop in non-US base of around
> 40K users down by -2.5% FROM Wednesday... This has to be a result of
> the migration process. I'm thinking to let it ride over the weekend.
> and see how we do.
> We are not releasing the US upgrade until Tuesday morning due to
> the holiday weekend and its weird impact on numbers.
> The way we are doing the migration, we should not lose any users, but
> in certain cases, if something goes wrong, there may be, be a poller
> on the desktop for a few hours. I'm hoping that what we are seeing
> now in the non-US base and not some of them will bounce back. If
> should be verified out by Monday or so. By Monday we should have a
> good idea how badly this migration is going to hurt us on 29th when
> we do the rollout there.
> At this point we look like this....
> In US we have 6% Aurora, and 5% branded clients... so we have 45% of
> the user base that needs to do this insane migration process next week.
> That number drops by around 1K per day naturally, so the longer we
> wait, the less we will lose due to migrating.
> In the non-US base we are further along and have 56% Aurora and 64%
Branded clients, so there's only 5% of the user base that unbranded and needs to be migrated. By next year, I expect we'll be north of 10% branded in the non-US audience.

Rod