

EXHIBIT 75

Subject: Vital Security and MMG

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Some things to note about the Vital Security writeup (and eWeek article by association) - I have outlined a couple inaccuracies/misconceptions here along with some data to use if you find yourself having to address this with the outside world.

Point: "As with so many of Direct Revenue's installs, it should be mentioned that (once again), the licence agreement is a general one, instead of the Ceres / Aurora specific pieces. Hardly an accurate and informative disclosure of what is about to happen to the PC in question!"

Counterpoint: Our new EULA mentions ABI Network, and the fact that the software shows ads. Subsequently, every ad shown references ABI Network; e.g. "Ceres - part of the ABI Network". There would be no additional benefit or clarity to the user to mention Ceres or Aurora in the disclosure.

Point: "As always, Direct Revenue do the absolute bare minimum to claim they have covered themselves with their ad-spewing nightmares. You might not like YourSiteBar, but at least they give a link to a relevant privacy policy!"

Counterpoint: "'Bare minimum' is subjective and ridiculous, but worse, the comparison to YourSiteBar is downright misleading because it makes it seem like we do not show a relevant privacy policy by comparison. In fact, this is section 6 of the EULA:

6. Privacy - ABI does not require you to provide any personally identifiable information in order to download or use the Software. However, the Software does collect certain types of non-personally identifiable information about individuals who install and use the Software. None of the information collected is used by ABI to identify you personally. The use and collection of your information is in accordance with ABI's privacy policy located at www.abetterinternet.com/privacypolicy.html and is incorporated as part of this Agreement.

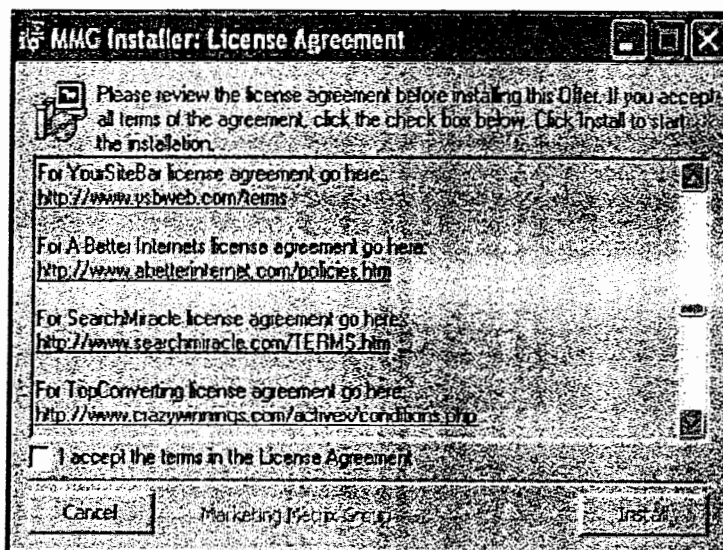
Point: "In addition, nowhere does it mention that you don't have to agree to the above adware in order to run the desired media file. Cancelling the above agreement will bring it up a few more times, until eventually a WinRAR self-extractor will appear, allowing you to watch your film / program / whatever. Deceptive? My God, yes, I'd say so."

Counterpoint: Main takeaway here is that users *did see our EULA and had to opt-in to our software" (screenshot attached). If it is true that the Content and the MMG software is not tightly-coupled (this is a surprise to me), then this is not evidence of deception - this is just a bad business decision on the part of MMG! Since when does the consumer have THE RIGHT to download content for free, when someone else foots the bill for the infrastructure to provide it? This is the grossest misconception propagated by the glut of venture capital in the late '90's into companies that handed out software/content to consumers with the expectation that eventually, they would find a way to make money. We all know how that went. However, consumers are still left with the sense of entitlement.

Point: "...the main point of this package is to hit you with Adware (and not give you a half hour cartoon that you could have taped for free)"

Counterpoint: This underscores the service that is being offered to consumers. Anyone who does not want the ads in exchange for this convenience **should** tape this stuff for "free" - and waste an hour setting up the VCR and pay \$4 for the tape. Anyone who complains that they **could** have done this is admitting that the choice is theirs, and they should be ashamed of themselves for trying to make this argument that they went out looking for a free lunch, and were shocked when the bill arrived.

In addition, MMG is shutting down operations effective tomorrow for 2 weeks in order to take more ownership of the content they promote (whereas in the past they allowed quick and easy coupling with most any content that a distributor wanted to promote). They are committed to ... "full compliance with all US and Canadian laws pertaining to adware and content distribution.", and I hope to continue working with them.



MMG_EULA.jpeg	Content-Type: image/jpeg
	Content-Encoding: base64

MMG Installer: License Agreement



Please review the license agreement before installing this Offer. If you accept all terms of the agreement, click the check box below. Click Install to start the installation.

For YourSiteBar license agreement go here:

<http://www.yesweb.com/terms>



For A Better Internet's license agreement go here:

<http://www.abetterinternet.com/policies.htm>

For SearchMiracle license agreement go here:

<http://www.searchmiracle.com/TERMS.htm>



For TopConverting license agreement go here:

<http://www.crazywinings.com/activex/conditions.php>



☐ I accept the terms in the License Agreement

Cancel

Marketing Matrix Group

Install