EXHIBIT 84
Subject: New Biz Dev opportunities
From: Chris Dowhaz chris@direct-revenue.com
Date: Tue, 01 Mar 2005 10:35:15 -0500
To: mia@direct-revenue.com, wminer@direct-revenue.com
CC: Joshua@direct-revenue.com

Mia/Wendy,

One of the topics in our lunch meeting tomorrow will be new opportunities for our soon-to-be-released non-880 ad client, as well as our next generation "headline ad client" that doesn't show pop-ups.

Please get together before the meeting and generate 2 lists:

1. I will be of disruption channels that we should be lining up for the non-880 release. Mia is putting together an excel spreadsheet that will tell us what incentives we can expect from our existing, live channels. In addition, I want to focus on any channel that might not be open to working with us now with the existing tech, but that might work with us when we have the new client.

2. The 2nd list should be bundle ideas that won't allow any ad client from us, but would allow a 4th handler or Microbuddy. These desktops can still be valuable to us by watching this but not showing pop-ups. I will explain more at lunch.

Think in terms of past distribution that failed economically because it was roughly 30% too expensive, or where distributors were frustrated by breakage (I believe that this new client will convert 15-20% better based on AOL and Netscape users alone, not to mention the fact that it will not be so any antivirus radar for a while at). Also, think about channels we have never approached because they are AOL and Netscape-centric. Bundle deals for utilities that only work with AOL. Skins and add-ons that are geared toward Netscape browsers. Look through those sections of download.com for bundle candidates. Think about distribution where more are particularly susceptible like XP-SP2 and bundlers that have EliteBrowser or CoolWebSearch - we should be fine in those bundles without the 880 reg key dependency. Think about better deals where we had not converted because we couldn't filter out non-IE browsers, or specifically create campaigns that target non-IE browsers. (On a related note, we should be creating banner campaigns now that are IE-only and 100% non-IE if we haven't already - I mean to remember that these convert higher than we ever saw creative shown to IE desktops. Wendy, I think you may have one of these in the works?)

These lists are important. We will generate a pitch, you will make the pitch to these lists in the next few days, and for those distributors that are interested I will be requesting EDAs with new install logic. When the new ad clients are done, those apps will go up on the servers and our new distribution should go live with little delay. Relative to our competition, we are late to new party with our non-880 technology, so we need to be that much more efficient at getting this distributed.