

EXHIBIT 1

direct revenue

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privacy policy

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Privacy Policy

Direct Revenue LLC ("we", "us" or "Direct Revenue") has created this privacy policy in order to demonstrate our firm commitment to your privacy.

The following discloses our information gathering, use and dissemination practices solely for Direct Revenue's corporate and informational web site located at www.direct-revenue.com (the "Web site"). By using the Web site, you signify your assent to our Privacy Policy.

This Privacy Policy does not apply to any other web sites, products or services that are provided by or through Direct Revenue or its affiliates, including any such web sites, products or services that you may be linked to this Web site. You are strongly encouraged to read the privacy policies of each and every web site you visit.

TYPES OF PERSONAL AND NON-PERSONAL INFORMATION:

We do not intentionally collect Personal Information unless you voluntarily provide such information to us. When using the Web site you may choose to send to us certain personally identifiable information about yourself in an email or by completing an online form ("Personal Information"). Personal Information can include your name, email address, physical address and similar information.

In addition, we may also collect non-personally identifiable information, without any separate or prior notice other than this Privacy Policy, which does not identify any individual ("Aggregate Information"). Aggregate Information may include information such as IP host address, pages viewed, browser type, clickstream data, ISP and other non-personally identifiable information data. **Aggregate Information is designed not to include Personal Information.**

We do not use cookies in connection with this Web site. "Cookies" are pieces of information that may be placed on your computer by a web site for the purpose of facilitating and enhancing your communication and interaction with that web site. Many web sites use cookies for these purposes. You may stop or restrict the placement of cookies on your computer or flush them from your browser by adjusting your web browser preferences, in which case you may still use our Service, but it may interfere with some of its functionality. We do not use cookies to retrieve Personal Information from your computer.

USAGE OF PERSONAL INFORMATION AND AGGREGATE INFORMATION:

Unless disclosed otherwise at the time of collection or in this policy, we do not share any Personal Information you submit through our Web site with any third party other than our employees and contractors, unless it is necessary to respond to your specific inquiry or request or to comply with applicable law. We will never sell your Personal Information to any third party not affiliated with Direct Revenue without your consent, except in connection with the sale or merger of Direct Revenue or a division of Direct Revenue.

We may use and share Aggregate Information to improve and enhance your experience on the Web site and for our market research activities. For example, we may share Aggregate Information with unaffiliated third parties, such as business partners, advertisers, distributors and resellers, in an aggregate, anonymous form, which means that the shared information will not contain nor be linked to any Personal Information.

CHANGES TO THIS POLICY; OPT-OUT PROCESS:

We reserve the right, at our discretion, to change, modify, add, or remove portions from this policy at any time. However, if at any time in the future we plan to use Personal Information in a way that differs from this policy, we will post such changes at www.direct-revenue.com or contact you via email and provide you the opportunity to opt-out of such differing uses. Your continued use of the Web site following the posting of any changes to this policy means you accept such changes.

PROTECTION FOR CHILDREN:

We have no intention of collecting personal information from children under the age of 13. When we become aware that personal information from a child under 13 has been collected without such child's parent or guardian's consent, we will use all reasonable efforts to delete such information from our database.

COMMUNICATIONS WITH DIRECT REVENUE:

By providing your email address to Direct Revenue, you expressly consent to receive emails from us. We may use email to send information that a user has requested or to send information about other services developed or provided by us, provided that, we will not give your email address to another party to promote their products or services directly to you if that third party is not affiliated with Direct Revenue. If you receive an unwanted email from us, you can simply reply and ask not to receive future emails.

Any communication or material you transmit to us by email or otherwise, including any questions, comments, suggestions, or the like is, and will be treated as, nonconfidential and nonproprietary. Except to the extent expressly covered by this policy, anything you transmit or post may be used by us for any purpose, including but not limited to, reproduction, disclosure, transmission, publication, broadcast and posting. Furthermore, you expressly agree that we are free to use any ideas, concepts, know-how, or techniques contained in any communication you send to us without compensation and for any purpose whatsoever, including but not limited to, developing, manufacturing and marketing products and services using such information.

If you use profanity or engage in harassment while communicating with us, we reserve the right to stop assisting you.

SECURITY:

The security of your personal information is important to us. We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

If you have any questions about security on our Web site, you can email our Privacy Officer at uninstallsupport@bestoffersnetworks.com.

PROCESS TO REMOVE PERSONAL INFORMATION:

We also give you the option to remove your personal information from our list of active users completely. All unsubscribe or opt-out requests should be sent to us at uninstallsupport@bestoffersnetworks.com and we will process your request within a reasonable period of time after receipt. We are not responsible for removing your personal information from the lists of any third party who has previously been provided your information in accordance with this policy.

TRUSTE LICENSEE

Direct Revenue, LLC. is a licensee of the TRUSTe Privacy Program. TRUSTe is an independent, non-profit organization whose mission is to build user's trust and confidence in the Internet by promoting the use of fair information practices. This privacy statement covers the site <http://www.direct-revenue.com>. Because this Web site wants to demonstrate its commitment to your privacy, it has agreed to disclose its information practices and have its privacy practices reviewed for compliance by TRUSTe.

If you have questions or concerns regarding this statement, you should first contact the Privacy Officer at Direct Revenue, LLC. If you do not receive acknowledgement of your inquiry or your inquiry has not been satisfactorily address, you should contact TRUSTe at http://www.truste.org/consumers/watchdog_complaint.php. TRUSTe will then serve as a liaison with us to resolve your concerns.

DISCLOSURE

We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order, or legal process served on our Web site.

UNITED STATES OF AMERICA:

Our Web site is maintained in the United States of America. By using the Web site, you authorize the export of personal information to the USA and its storage and use as specified in this policy.

CONTACT:

For questions or concerns relating to privacy, please see our contact information located at:

Direct Revenue, LLC.
Attn: Privacy Officer
107 Grand St., 3rd Floor
New York, NY 10013

Alternatively, you may contact us online.

EFFECTIVE DATE:

This privacy policy is effective and was last updated on March 11, 2005

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