EXHIBIT 19

Subject: Re: Microsoft VC Roundtable 9/23 -- MSN presentation
From: Daniel Doman <dan@direct-revenue.com>
Date: Fri, 17 Sep 2004 11:49:50 -0400
To: "Tom Phillips" <tphillips@direct-revenue.com>

I am thinking that Microsoft may want to "monolithic" vehicle for sanctified client side ads where they have been bound to a client with some FEV proposition.

On Sep 17, 2004, at 10:14 AM, Tom Phillips wrote:

> Thanks, Dan. Their invitation was most definitely generic. And they're
> doing relatively low-cost ambassadorial work here, trying to lure a bunch of
> emerging companies into an audience where they can tell their story and
> strut their stuff. We're saying we can't be part of that audience, but
> would be happy to host them in a private meeting if they care to make the
> trip. Unlikely we'll get a response to that.
>
> And I agree that they may want to ally with us if we show them a proposition
> where the consumer clearly, opts in and receives value. But we would only do
> that as an addendum to what we already do, not as a replacement. So they
> may still balk at allying with us.
>
> Again, worth a meeting if they're willing to come calling.
>
> ----- Original Message -----
> From: "Daniel Doman" <dan@direct-revenue.com>
> To: <tphillips@hostpool.net>
> Sent: Friday, September 17, 2004 12:39 AM
> Subject: Re: Microsoft VC Roundtable 9/23 -- MSN presentation
>
>
>> I suspect that their invitation was really generic. I doubt that they
>> would want to partner with someone who actually takes advantage of
>> their vulnerability and poor design. There is one single exception to
>> this logic:
>>
>> If we put together a well thought out opt in protocol and BIND
>> ourselves to an application where there is a fair exchange of value
>> that matches the use of the application and the ad agent, they may leap
>> at the opportunity to proactively engage in defining the rules -
>> perhaps with us a partner. We should do this in the abstract anyway,
>> but there may be something to be made from a Microsoft endorsement.
>>
>> On Sep 17, 2004, at 12:09 AM, tphillips@hostpool.net wrote:
>>
>>> I haven't heard back from them, Dan, and I don't plan to pursue them
>>> aggressively. I'll let you know if they contact me, and then we'll
>>> see if
>>> it's worth meeting.
>>>
>>>> No way can we go to .NET, but I am more than happy to meet with
>>>> Microsoft.
>>>>
>>>> -dan
>>>>
>>>> On Sep 14, 2004, at 10:03 AM, Tom Phillips wrote:
>>>>
>>>>> Nevertheless, probably worth a meeting at the appropriate time.

6/21/05 9:49 AM

6/21/05 9:49 AM