

EXHIBIT 39

Andrew Romatz

From: Josh Engroff [jengroff@direct-revenue.com]
Sent: Thursday, April 28, 2005 10:54 AM
To: Alan Murray; Joshua Abram
Subject: Fwd: Soho Daily Rev Report - 4/27/05

Some Soho notes:

- revenue hit \$60K yesterday, which it hasn't done since March 10;
- unit revenue approached a new high on Tuesday, at .0259;
- Prior to this week, when all boats were lifted by the Firefox tide, the last month and a half has been Soho's worst performing since September;
- Good news: Software Onlife is the only anti-adware/download campaign in their top 10, and all the others are good brands, except adult friend finder
- Andrew is talking them tomorrow about finally taking ownership of Canada--there's no reason we can't double the current \$3K during May.

Josh

Begin forwarded message:

From: "Michael Goeffron" <mike@direct-revenue.com>
Date: April 28, 2005 7:07:56 AM EDT
To: "Joe Szumaski" <joe@sohodigital.net>, <jesse@sohodigital.net>
Cc: <jengroff@direct-revenue.com>
Subject: Soho Daily Rev Report - 4/27/05

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7/10/2005

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Sohn
Wednesday, April 27, 2005

	Total Rev	\$60,753	Per Unit Rev	0.025789
Rel Prev Day	100.9%	Rel Prev Day	100.9%	
Rel Last Wed	116.9%	Rel Last Wed	113.0%	
Rel Avg 4 Wed	129.9%	Rel Avg 4 Wed	122.6%	
Rel Record	64.7%	Rel Record	93.8%	

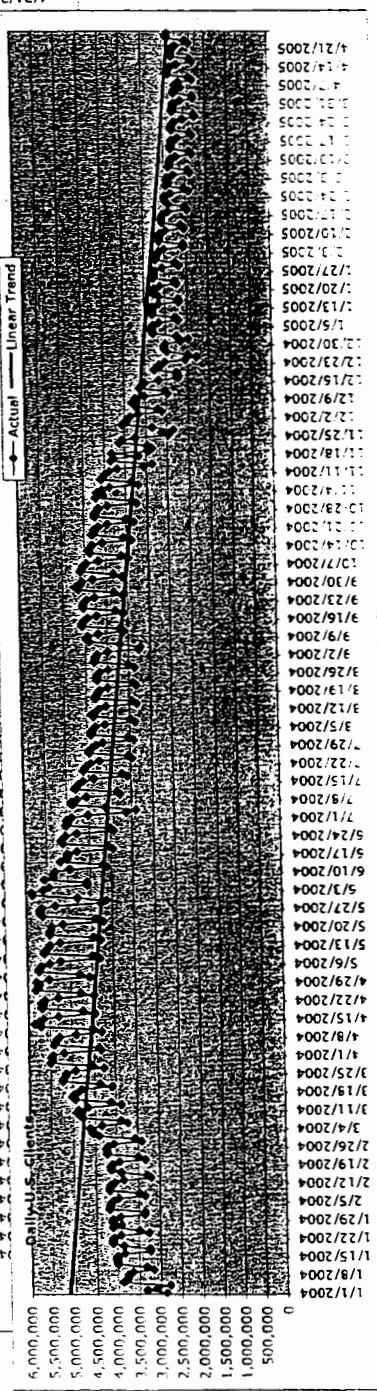
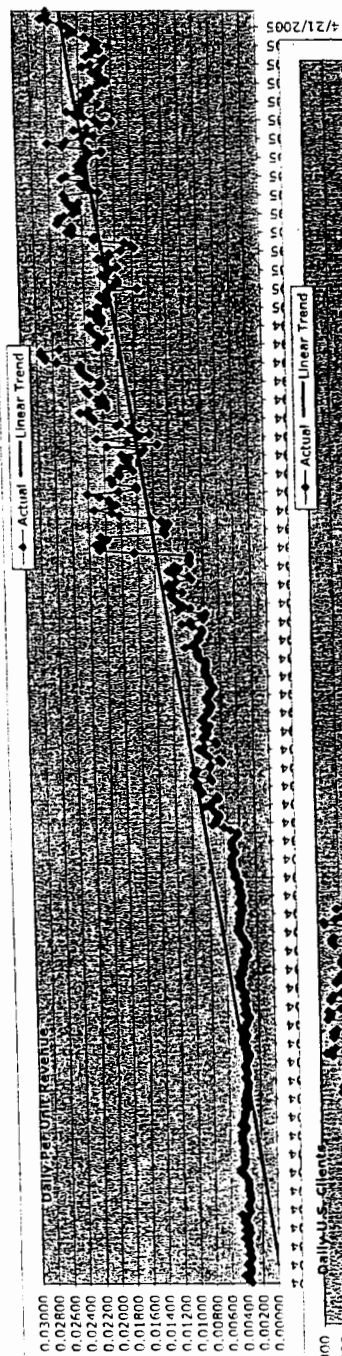
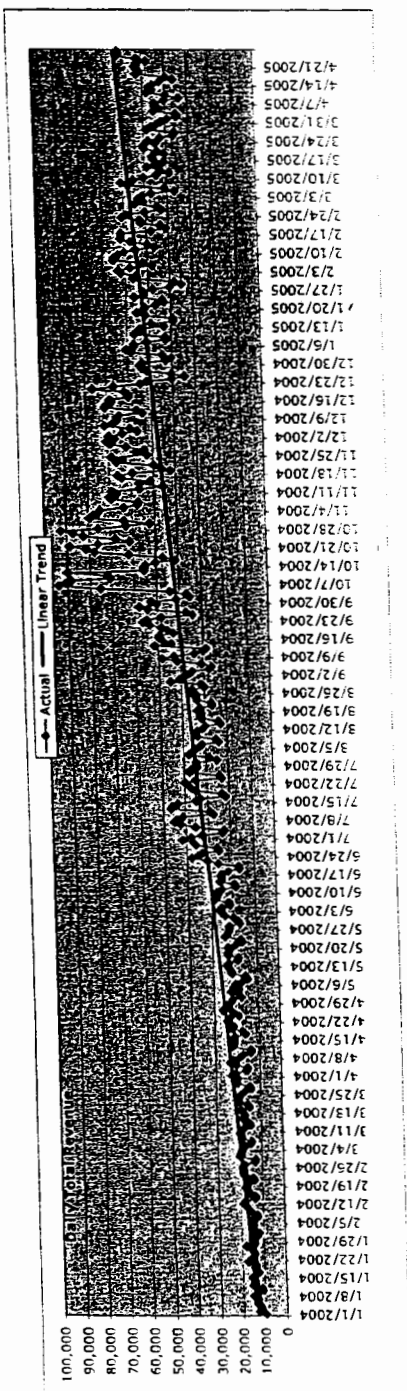
	Contribution to Grand ROI	Relative Avg Wed	Relative Last Wed	Contributions to Total	Average Wed	Per Unit Revenue	Avg Wed	Last Wed	Rel
RON									
Tot Rev	38.4%	113.5%	115.1%	7.4%	6.5%	0.00190	106.5%	111.3%	Rel
\$4,487									
TGT									
Tot Rev	35.9%	107.9%	100.4%	40.8%	49.2%	0.01053	101.7%	97.1%	Rel
\$24,805									
FHE									
Tot Rev	82.6%	150.3%	131.7%	4.1%	35.5%	0.01059	143.4%	139.2%	Rel
\$24,944									
ADU									
Tot Rev	84.8%	257.9%	131.5%	7.3%	3.7%	0.00188	246.0%	127.1%	Rel
\$4,423									
TNT									
Tot Rev	16.8%	151.4%	176.1%	3.4%	2.9%	0.00088	142.7%	170.2%	Rel
\$2,069									
KWD									
Tot Rev	0.0%	0.0%	0.0%	0.0%	0.0%	0.00000	0.0%	0.0%	Rel
\$0									
AFF									
Tot Rev	0.0%	0.0%	0.0%	0.0%	0.0%	0.00000	0.0%	0.0%	Rel
\$0									
FAT									
Tot Rev	0.0%	0.0%	0.0%	0.0%	0.0%	0.00000	0.0%	0.0%	Rel

700 Rev relative to TGT Rev: 18.09%

Top Buckets	Revenue	ECPM	Top Campaigns	Revenue	ECPM
Targeted URLs	\$24,805	10.47	IM-Software Online CPM 2005-04-01	\$5,466	4.25
FM-Lifestyle, Dating	\$6,173	6.61	IM-Expedia CPM 2005-04-01	\$3,900	20.00
Top 50 Portals (ROM)	\$4,487	3.71	IM-Tickle CPM 2005-04-01	\$3,695	10.00
Adult_General	\$2,802	5.22	IM-Adult Friend Finder Basic CPM 2005-04-01	\$3,401	5.00
FM-FM_Travel_General	\$2,237	0.87	IM-Tickle CPM April At 2005-04-22	\$3,195	10.00
FM-FM_Travel_General	\$1,933	6.91	IM-Tickle CPM April At 2005-04-15	\$2,549	30.00
FM-FM_Jobs_Resume_Posting_Search	\$1,989	2.95	IM-Priceline CPM 2005-04-01	\$2,268	20.00
FM-Finance_General	\$1,383	12.58	IM-Cingular CPM 2005-04-01	\$1,775	12.00
FM-Travel_Lodging	\$1,215	2.93	IM-American Singles CPM 2005-04-21	\$1,774	90.00
FM-Shopping_General	\$987	3.99	IM-Indy Mac FlexPlay CPM 2005-04-01	\$1,530	3.57
FM-Shopping_Technology			IM-Monster Ecomm Newspaper CPC 2005-04		

Legend:

SOHO DAILY REVENUE REPORT



SOHO DAILY REVENUE REPORT

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