

# EXHIBIT 48

# direct revenue

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### Direct Revenue Consolidates Brands Under The Best Offers Network

#### Simplified Branding to Benefit Advertisers and Consumers

New York City, - September 13, 2005 - Direct Revenue, a leading provider of desktop advertising and behavioral marketing services, today announced the unification of its products and services under the brand name "The Best Offers Network". Best Offers has been the name used by Direct Revenue for its contextual advertising services for more than a year. It now also will be the brand name for Direct Revenue's advertising software for its users and distribution partners. Visit the new Best Offers web site at [www.bestoffersnetworks.com](http://www.bestoffersnetworks.com).

"The simplification of our branding protocol represents another manifestation of our commitment to embracing best practices and to providing superior transparency to our users and advertisers," said Jean Philippe Maheu, chief executive officer of Direct Revenue. "This benefits advertisers and consumers by making it easier to identify our products and services, supporting our overall strategy to be the leading provider of behavioral-based online advertising services. From now on, all our products and services for our users, advertisers and partners will be branded The Best Offers."

#### For advertisers and advertising agencies

The Best Offers provides two products to advertisers to ensure their messages get to the right audience at the right time:

- Best Offers Behavioral is a contextual and behavioral online advertising offering.
- Best Offers Keyword is a search and keyword-related online advertising offering.

#### For consumers

The Best Offers has assembled a list of free advertising-supported software available for consumers. The value proposition to consumers is clear in exchange for seeing a few relevant ads per day, the consumer can use the software for free. Examples of free software include iWatchNow (coming soon), an online video service with the world's largest selection of cult and classic movie downloads, and IDTheftRadar, an application to safeguard users against online identity theft.

MyPCTuneUp, a program designed to remove Direct Revenue software for those who wish to do so, is now branded "Best Offers Uninstall" and will continue to be accessible to users through the Add/Remove Programs facility in their windows machine as well as through the [www.bestoffersnetworks.com](http://www.bestoffersnetworks.com) site.

#### For partners

The Best Offers creates the opportunity for developers of content and software to generate income from each permission-based consumer download.

#### About Direct Revenue

Direct Revenue is a leading provider of desktop advertising and behavioral marketing services. Leveraging its proprietary behavioral targeting and ad serving technology, Direct Revenue provides its advertisers an efficient and effective mean to deliver highly targeted marketing messages to millions of Internet users worldwide. Founded in 2002, Direct Revenue is member of the Network Advertising Initiative (NAI) and supports the Spy Act (HR 29).

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