EXHIBIT 52

Subject: Re: morpheus uninstalls
From: Daniel Kaufman <daniel@direct-revenue.com>
Date: Wed, 2 Feb 2005 22:23:17 -0500 (EST)
To: Daniel Doman <dan@direct-revenue.com>
CC: Daniel Kaufman <danielkaufman@attwireless.blackberry.net>, alan@direct-revenue.com, Rodney Hook <rod@direct-revenue.com>, daniel doman <ddoman@direct-revenue.com>, Chris Dowhan <chris@direct-revenue.com>, Joshua Abram <joshua@direct-revenue.com>

i'm sure we all agree that for morpheus we simply have to do what we've contracted to do. ·

the only question is what to do about other distribution.

my thinking had been that the morpheus client would be a "test case."

if the uninstall rates weren't too high, then great - we'd learn that putting an easy uninstall on other distribution would be ok to do.

but if the uninstall rates were unacceptably high, then we'd have learned that we need to experiment with other uninstall methodologies to lower the uninstall rates to an "acceptable" level.

if the data rod is quoting is accurate, i personally consider the morpheus uninstall rate to be unacceptably high. if we agree with this, then we need to experiment with less user friendly uninstall methodologies.

what are our choices? i know we've discussed requiring the user to submit a valid email address, to which we'd send some kind of key or link. or requiring the user to download a new application that would perform the uninstall. i'm sure both of those methods would drastically reduce the uninstall rate. are there other ideas which might be less unfriendly than those that we could try?

by the way, for much (or most) of our distribution, my own personal vote would be that we have NO uninstall (other than the user somehow finding his way to mypctuneup) until such time as doing so is required by law, or until we've found an uninstall methodology that results in a relatively low uninstall rate.

On Feb 02, 2005 09:26 PM, Daniel Doman <dan@direct-revenue.com> wrote:

> the Morpheus uninstall is required by contract. They are the only
> reason that we ever put an uninstall into the Add/Remove panel as this
> was part of the contract requirement. They also needed to validate the
> function and user experience of it. I had to make a big song and dance
> about using the Captcha to prevent robotic attacks. We don't have to
> put anything in the Add/Remove for our regular clients. This was a
> business decision, but we will get into real serious trouble if we
> make
> MyPCTuneup hard to use.
>
> -dan
>
> BTW: Captcha is where the user has to type some goofy text from a
> graphics box

Re: morpheus uninstalls

On Feb 2, 2005, at 9:11 PM, Daniel Kaufman wrote:

> If the data is correct that so many morpheus users are uninstalling,
> then I think it's clear that we don't want to have such an easy
> uninstall unless we have no choice. The options appear to be no
> uninstall or a much more difficult uninstall when it's left to our
> discretion
> -----Original Message-----
> From: Daniel Doman <dan@direct-revenue.com>
> Date: Wed, 2 Feb 2005 20:55:58
> To:Rodney Hook <rod@direct-revenue.com>
> Cc:alan@direct-revenue.com, chris@direct-revenue.com,
> joshua@direct-revenue.com, daniel doman <ddoman@direct-revenue.com>,
>   dkaufman@direct-revenue.com
> Subject: Re: morpheus uninstalls
>
> Sean is moving the MyPCTuneup into regular reports, but I don't find
> these numbers particularly surprising.
>
> I am sure that you are being facetious about sending out a broken
> uninstall the way that BullsEye did. There is no way we are going to
> do
> that.
>
> The uninstall was a requirement of the morpheus contract. We made a
> management decision to include this with Ceres, but we don't have
> to.
>
> -dan
>
>
> On Feb 2, 2005, at 7:16 PM, Rodney Hook wrote:
>
>> Here's some scary numbers from the My PcTuneup team that tells us
>> that
>> around 30% of the Morpheus Users have run the MPCT Opt out. It
>> scares
>> me to death that we are not getting these numbers on a daily basis.
>> We are all running around with warm fuzzies that branded adclients
>> are
>> ok and making decisions about the future based on the warm fuzzy.
>> I think that the Uninstall feature of Ceres is significantly
>> different
>> (read broken) so we dont get as many optouts from ceres.dll. I like
>> the broken uninstall better than however we did it with morpheus.
>>
>> we could find out this data is incorrect, but even if its off by a
>> factor of 2 I am still scared.
>>
>> 390K total users acquired from morpheus
>> 180K uniq IP optouts from mypctuneup for morpheus
>> -----------
>> 210 total left after optouts
>>
>> We are seeing 104K per day checkin from morpheus.
>>
>>
>>
>> Sean C.Gayle wrote:

Excellent. Thanks Heow.

.Sean

On Feb 2, 2005, at 6:36 PM, Heow Eide-Goodman wrote:

```
grep Morpheus/thankyou.php /var/log/httpd/access_log* | cut -d' '
-f1 |
cut -d ":" -f2 | sort | uniq | wc -l
```

survey says:
  123,636 total
  107,629 unique

- Heow

On Wed, 2005-02-02 at 17:51, Sean C.Gayle wrote:

Heow,

We're trying to do an Ad Hoc lookup of all the Morpheus ad
client
opt-outs since day one.
Can you run this query on the mypctuneup.com server's access_log
files?

```
cat access_log | grep Morpheus/thankyou.php | cut -d' ' -f1 |
sort
|
uniq
```

Thanks,
Sean

On Feb 2, 2005, at 5:40 PM, Rodney Hook wrote:

To date we have installed 382037 Morpheus Users (243K US)

the counts in the http://www.mypctuneup.com/usage/ for
/morpheus/thankyou.php are the number of opt outs.

```
December   92522
January 125361
Feb 1956
--------------------
219839
```

can somebody check these uniq IP counts.

```
cat access_log | grep Morpheus/thankyou.php | cut -d' ' -f1 |
sort
|
uniq
```

6/23/05 11:14 AM

```
Sean Christopher Gayle
Director of Engineering, Business Intelligence
Direct Revenue LLC
107 Grand Street, 3rd Floor
New York, New York 10013
p. 646 442 1275 :: m. 646 325 5494

-----------------------------------------------------------------
"The Direct Revenue Business Intelligence Team is committed to
Measuring, Analyzing, Planning, and Improving the efficacy of
all
reported data"



-----------------------------------------------------------------
Sean Christopher Gayle
Director of Engineering, Business Intelligence
Direct Revenue LLC
107 Grand Street, 3rd Floor
New York, New York 10013
p. 646 442 1275 :: m. 646 325 5494
-----------------------------------------------------------------
"The Direct Revenue Business Intelligence Team is committed to
Measuring, Analyzing, Planning, and Improving the efficacy of all
reported data"
```

Sent via BlackBerry - a service from AT&T Wireless.

6/23/05 11:14 AM