EXHIBIT 71

From:	Daniel Doman [dan@direct-revenue.com]
Sent:	Friday, May 27, 2005 12:28 PM
To:	rod hook
Cc:	Daniel Doman; dkaufman@direct-revenue.com; alan@direct-revenue.com; joshua@direct-revenue.com; sean@direct-revenue.com; jpmaheu@direct-revenue.com; 'QA'; Mattias Stanghed; Andrew Pancer; Dark Arts
Subject:	Re: User Checkin Status

With the increase in opt-out in mind, I will REPEAT my earlier complaint. Given feedback from users who actually called me personally and directly, we are serving WAY TOO MANY pops per hour. If we overdo it, we will really drive users to get us the hell of their machine. We need to BACK OFF or we will kill our base.

1 - users don't know how they got our software (this is both upgrade and recent install - see below)
2 - users say that they are getting so many ads that it is annoying them

One man called me at home (my office phone) and insisted that he had never opted in or installed anything. He said that Aurora started appearing a week earlier (probably not an upgrade) and the frequency of the ads was driving him crazy. He finally admitted that he has a teen aged daughter. He was happy that I had walked him though the install and walked away friendly but glad to be rid of us.

- dan -

On May 27, 2005, at 12:08 PM, rod hook wrote:

>
> As you can see in our checkin reports, we are starting to see week
> over week drops in both US and INTL.   The US drop may be because
> of the upcoming holiday weekend.
>
> For users running Aurora, we have over 50% with the new Add/Remove
> Programs entry.   This has caused the numbers on the My PC Tuneup
> triple immediately.   We have gone from around 5000 opt outs per day
> to 14000 opt outs yesterday.   it will probably level out with around
> 20K-25K opt outs per day being the norm.
>
> In the Non-US user base We have released full rollout of the acupg.exe
> which kicks off the migration of unbranded clients to aurora and
> ceres.   You can see yesterday we had a drop in Non-US base of around
> 40K users down by -2.5% from Wednesday... this has to be a result of
> the migration process.   I'm thinking to let it ride over the weekend
> and see how we do.
> We are not releasing the US upgrade until tuesday morning due to the
> holiday weekend and its weird impacts on numbers.
>
> The way we are doing the migration, we should not lose any users, but
> in certain cases, if something goes wrong, there may cnl, be a poller
> on the desktop for a few hours.   I'm hoping thats what we are seeing
> now in the non-us base and that some of them will bounce back. It
> should be settled out by monday or so.   By Monday we should have a
> good idea how badly this migration is going to hurt our US base when
> we do the rollout there.
> At this point we look like this....
>
> in US we have 47% Aurora, and 55% Branded clients.. so we have 45% of
> the user base that needs to do this lossy migration process next week.
>   That number drops by around 1% per day naturally, so the longer we
> wait, the less we will lose due to migrating.
>
> In the non-us base we are further along and have 56% aurora and 64%

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> Branded clients, so theres only 35% of the user base thats unbranded
> and needs to be migrated.   By monday I expect We'll be north of 80%
> branded in the non-us audience.
>
>
> Rod
>
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