EXHIBIT 84

Subject: New Biz Dev opportunities
From: Chris Dowhan <chris@direct-revenue.com>
Date: Tue, 01 Mar 2005 10:35:15 -0500
To: mia@direct-revenue.com, wmiller@direct-revenue.com
CC: Joshua@direct-revenue.com

Mia/Wendy,
One of the topics in our lunch meeting tomorrow will be new opportunities
for our soon-to-be-released non-BHO ad client, as well as our next
generation "headless ad client" that doesn't show pop-ups.

Please get together before the meeting and generate 2 lists:
1 will be of distribution channels that we should be lining up for the
non-BHO release. Mia is putting together an excel spreadsheet that will
tell us what increase we can expect from our existing, live channels. In
addition, I want to focus on any channel that might not be open to working
with us now with the existing tech, but that might work with us when we have
the new ad client.

The 2nd list should be bundle leads that won't allow any ad client from us,
but would allow a 404 Handler or MicroBuddy. These desktops can still be
valuable to us by watching URLs but not showing pop-ups. I will explain
more at lunch.

Think in terms of past distribution that failed economically because it was
roughly 30% too expensive, or where distributors were frustrated by breakage
(I believe that this new client will convert 15-20% better based on AOL and
Netscape users alone, not to mention the fact that it will not be on any
antivirus radar for a while). Also, think about channels we have never
approached becuase they are AOL and Netscape-centric. Bundle deals for
utilities that only work with AOL. Skins and add-ons that are geared toward
Mozilla browsers. Look through those sections of Download.com for bundle
candidates. Think about distribution where BHOs are particularly
susceptible like XP-SP2 and bundles that have Elitebar or CoolWebSearch - we
should do fine in those bundles without the BHO reg key dependency. Think
about banner deals where we had bad conversion because we couldn't filter
out non-IE impressions, or specifically create campaigns that target non-IE
browsers. (On a related note, we should be creating banner campaigns now
that are IE-only and 100% non-US if we haven't already - I seem to remember
that these convert higher than the exact same creatives shown to US
desktops. Wendy, I think you may have one of these in the works?)

These lists are important. We will generate a pitch, you will make the
pitch to these lists in the next few days, and for those distributors that
are interested I will be requesting EXEs with new install logic. When the
new ad clients are done, those apps will go up on the servers and our new
distribution should go live with little delay. Relative to our competition
we are late to the party with our non-BHO technology, so we need to be that
much more efficient at getting this distributed.

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