

# EXHIBIT 88

Re: Free phone installation through IOWrestling.com

**Subject:** Re: Free phone installation through IOWrestling.com

**From:** "Chris Dowhan" <chris@direct-revenue.com>

**Date:** Mon, 13 Jun 2005 15:12:13 -0400

**To:** "'Daniel Doman'" <dan@direct-revenue.com>, "Josh Engroff" <jengroff@direct-revenue.com>, "Jean-Philippe Maheu" <jpmaheu@direct-revenue.com>, <jcohen@direct-revenue.com>, <joshua@direct-revenue.com>

Here's the deal - I'm hesitant to say Ben is 100% wrong for 2 reasons:

- 1) The minute I stake our reputation on something being 100% wrong, if it turns out that he's right through some strange turn of events, then we lose our credibility with folks like TrustE, which is really the entity that Ben wants to weild against us
- 2) But even if we are right, and he is 100% wrong about this PacerD issue are we addressing this directly with Ben? That would be like painting a bullseye on our chest. Although we're not looking to hide anything regarding our distribution, are we setting ourselves up for more half-baked mud slinging by correcting him? He can certainly make false claims a lot faster than we can debunk them - it is a seriously time-consuming effort. My understanding is that he is actually losing credibility in the industry - is this true and should we just avoid him? Maybe give him more rope to hang himself if we allow him to continue "documenting" half-truths and lies?

All that said, it looks like he's wrong about the PacerD issue.

- IOWrestling.com is a website in the Mamma.com network where anyone can buy advertising.
- Both PacerD and Direct Revenue bought ad impressions on the Mamma.com network
- The ad impressions we bought are called "naked autopop" -- an internal lingo we use to denote that the download modal appears without requiring the user to click on an ad first. It just automatically pops a download prompt when you visit certain pages.
- Seems that Edelman incorrectly assumed that our download prompt for the Freephone product was due to whatever interaction he had with the PacerD app. As far as we can tell, the thing we have in common with PacerD is that we both advertise through Mamma.com
- One troubling thing is that Ben claims that PacerD includes (or used to include) a reference to us in their EULA. I did not see this in his screenshots - I saw 180 and Exact, but not us. Jonathan is already dealing with these discrepancies in Ben's claims.
- Finally, as a sanity check to support what I've outlined here - our follow-up QA shows that no brokers or other 3rd party distributors are getting paid from the downloads at iowrestling.com - if that were the case we might assume that someone used their relationship with us to bnudle us into a PacerD download without our knowledge and then bough inventory . In fact, the download is attributed to Mamma.com in our stats, and they get paid on a CPM basis for impressions served through websites in their network only - \*not\* based on downloads. There seems to be no motive for anyone to be pushing this EXE down under-the-covers.

----- Original Message -----

From: "Wendy Miller" <wmiller@direct-revenue.com>

To: <mia@direct-revenue.com>; "'Daniel Doman'" <dan@direct-revenue.com>;

"'Josh Engroff'" <jengroff@direct-revenue.com>; "'Bill Stanton'"

<bill@sohodiqital.net>; "'Chris Dowhan'" <chris@direct-revenue.com>;

"'Gisella Walter'" <qisella@sohodiqital.net>

Cc: "'Jean-Philippe Maheu'" <jpmaheu@direct-revenue.com>

Sent: Monday, June 13, 2005 11:23 AM

DR012081  
CONFIDENTIAL

e: Free phone installation through IOWrestling.com

Subject: RE: Free phone installation through IOWrestling.com

Yes, this is an ActiveX purchased thru Mamma.

-----Original Message-----

From: Mia Simonsen [mailto:mia@direct-revenue.com]

Sent: Monday, June 13, 2005 12:12 PM

To: 'Daniel Doman'; 'Josh Engroff'; 'Bill Stanton'; 'Chris Dowhan';

Gisella

Walter

Cc: 'Chris Dowhan'; 'Wendy Miller'; 'Jean-Philippe Maheu

Subject: RE: Free phone installation through IOWrestling.com

The code included is for Mamma Networks. As it is banners - Wendy?

Best,

M.

Mia Simonsen

Distribution Manager

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-----Original Message-----

From: Daniel Doman [mailto:dan@direct-revenue.com]

Sent: Monday, June 13, 2005 10:08 AM

To: Josh Engroff; Bill Stanton; Chris Dowhan; Gisella Walter

Cc: Chris Dowhan; Wendy Miller; Mia Simonsen; Jean-Philippe Maheu

Subject: Free phone installation through IOWrestling.com

So first I go to [www.iowrestling.com](http://www.iowrestling.com) (This prompted by Ben Edelman. Snapshots relating to PacerD)

- 1 - Got get a popup activeX asking if I would like it to be my default page.
- 2 - Web site resolves with big manly wrestlers on the front page.
- 3 - I click on "Enter now"
- 4 - I get an activeX prompt from XP/SP2.
- 5 - Good sport that I am, I click "OK"
- 6 - I got a <http://download.abetterinternet.com/bi/servlet/banner?d=GEN&pid=108&bid=59&pd2=0&cid=0&type=2&ft=0&img=0>
- 7 - Note the text in the activeX - This site might requite the following ActiveX control: "FreePhone Installer"
- 8 - Clicking "YES" on the installation DOES show our little EIULA security warning. Thank goodness for small favors, but keep in mind that the bundle came from OUR site, so big surprise.
- 8 - This kind of distribution and adverting is insane.

See attached snapshots

and attached cookie dump

DR012082  
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Re: Free phone installation through IOwrestling.com

**DR012083**  
**CONFIDENTIAL**