APPENDIX 4D HALF-YEAR REPORT

1. Company details

Name of entity:

ABN:

Reporting period:

Previous corresponding period:

Dark Blue Sea Limited47 091 509 796 **Half-year ended 31 December 2008**Half-year ended 31 December 2007

2. Results for announcement to the market

Revenues from operating activities	down	6.3%	to	\$ 14,557,225
Net profit from ordinary activities after tax attributable to members	down	80.5%	to	\$ 359,076
Net profit for the period attributable to members	down	80.5%	to	\$ 359,076

Dividends

Final ordinary dividend for the year ended 30 June 2008

paid on 29 September 2008

Amount per security

Franked amount per security

0.500 cents 0.500 cents

On 24 February 2008, the directors elected not to declare an interim dividend.

Comments

During the six months to 31 December 2008 ("current period"), both operating revenue and net profit decreased compared to the period 31 December 2007 ("previous corresponding period").

Revenue from operating activities decreased from \$15,529,715 in the previous corresponding period, to \$14,557,225 in the current period.

This decrease in operating revenue was due mainly to the weakness in the US online advertising market. The scale of the decline was to some extent offset by the decline in the A\$ which traded between 65c and 97c in the current period. In the previous corresponding period the A\$ generally strengthened in a range between 85c and 92c.

The Group recorded a net profit from ordinary activities after income tax of \$359,076 in the current period, compared to the net profit of \$1,842,291 recorded during the previous corresponding period.

Earnings before interest, tax, depreciation and amortisation (EBITDA) for the current period was \$812,945 down from \$2,753,576 for the previous corresponding period.

Operating costs incurred by the Group in the current period were \$14,033,677 (up from \$13,242,118 in the previous corresponding period).

This increase was primarily due to the 'cost of traffic', rising from \$9,310,021 in the previous corresponding period to \$10,641,576 in the current period. The cost of traffic consists of expensing the Group's domain name registrations and renewals, as well as fees paid to affiliates, i.e. third party providers of Internet traffic to the Group.

Operating cash flow for the current period was a negative \$13,828 (compared to the positive \$1,948,577 cash flow recorded during the previous corresponding period).

2. Results for announcement to the market (continued)

Financing cash flows was negative \$2,098,953 consisting of on-market buybacks of \$1,706,412 and dividend paid of \$392,541 compared to negative outflows of \$1,745,782 in the previous corresponding period.

The negative net cash flow position of the Group in the current period has resulted in cash on hand as at 31 December 2008 of \$2,486,790 (down from \$5,010,893 on hand at 30 June 2008).

The financial results of the Group in the current reporting period were disappointing. The revenue generated from our own domain name revenue was down from the same corresponding period last year whilst revenue generated from our domain sales was higher in the current period. Our external business was similar to the same corresponding period last year.

During the current reporting period, the Group has also continued to focus its resources into the further development and marketing of its domain name resale or "secondary market" business "Domain Distribution Network". This area of the business continued to grow in the current period despite the prevailing economic conditions is the USA.

The Group has also commenced a process of reviewing its own domain name portfolio due to changing revenue streams and the tough economic conditions which are likely to continue in the near future. As at 31 December 2008, the Group owned approximately 515,000 domain names, making it one of the largest domain name portfolio's in the world.

3.	NTA backing Net tangible asset backing per ordinary security	Reporting period 5.02 cents	Previous corresponding perio 9.51 cents	od	
4.	Control gained over entities				
	Name of entities (or group of entities)	N/A			
	Date control gained				
	Contribution of such entities to the reporting entity's profit/(loss) from operating activities during the period (where material)			\$	-
	Profit/(loss) from operating activities after tax of the controlled entity (or group of entities) for the whole of the previous corresponding period (where material)			\$	-
5.	Loss of control over entities				
	Name of entities (or group of entities)	N/A			
	Date control lost				
	Contribution of such entities to the reporting entity's profit/(loss) from operating activities during the period (where material)			\$	-
	Profit/(loss) from operating activities after tax of the controlled entity (or group of entities) whilst controlled during the whole of the previous corresponding period (where material)			\$	-

Dividends

Amount per security Franked amount per security

Current period

Final ordinary dividend for the year ended 30 June 2008

paid on 29 September 2008

0.500 cents 0.500 cents

Previous corresponding period

Final ordinary dividend for the year ended 30 June 2007

paid on 3 October 2007

1.500 cents 1.500 cents

7. Dividend reinvestment plans

The following dividend or distribution plans are in operation:

N/A

The last date(s) for receipt of election notices for the dividend or distribution plans: N/A

8. Details of associates and joint venture entities

Reporting entity's percentage holding

Contribution to net profit/(loss) (where material)

Previous corresponding Previous corresponding

Current period

period

Name of associate / joint venture

Current period

period

Group's aggregate share of associates and joint venture

entities' profit/(loss) (where material)

Profit(loss) from operating activities before income tax

Income tax on operating activities

Foreign entities

Details of origin of accounting standards used in compiling the report:

N/A

N/A

10. Audit qualification or review

Details of audit/review dispute or qualification (if any):

The accounts were subject to a review by the auditors and the review report is attached as part of the Interim Report.

11. Attachments

Details of attachments (if any):

The Interim Report for the half-year ended 31 December 2008 for Dark Blue Sea Limited is attached.

12. Signed

Signed: ______ Date: _____ 26 February 2009

Vernon Alan Wills Chairman Brisbane

Dark Blue Sea Limited ABN 47 091 509 796

Interim Report for the half-year ended 31 December 2008

Dark Blue Sea Limited Contents For the half-year ended 31 December 2008

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General information

The financial report covers Dark Blue Sea Limited as a consolidated entity consisting of Dark Blue Sea Limited and the entities it controlled for the half-year ended 31 December 2008. The financial report is presented in Australian currency.

Dark Blue Sea Limited is a listed public company limited by shares, incorporated and domiciled in Australia. Its registered office and principal place of business is:

Level 10 243 Edward Street Brisbane QLD 4000

A description of the nature of the consolidated entity's operations and its principal activities is included in the directors' report.

The financial report was authorised for issue by the directors on 26 February 2009.

Dark Blue Sea Limited Directors' report 31 December 2008

Your directors submit their report of the consolidated entity, consisting of Dark Blue Sea Ltd and its wholly owned subsidiaries ("the Group"), for the half-year ended 31 December 2008.

Directors

The names of the Group's directors in office during the half-year and until the date of this report are as follows. Directors were in office for this entire period unless otherwise stated:

Vernon Alan Wills (Non Executive Chairman), Appointed 9 October 2002 Richard Edward Moore (Executive Director), Appointed 9 October 2002 Joseph Michael Ganim (Non-executive Director), Appointed 9 October 2002

Review of results and operations

Review of results

During the six months to 31 December 2008 ("current period"), both operating revenue and net profit decreased compared to the period 31 December 2007 ("previous corresponding period").

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The Group recorded a net profit from ordinary activities after income tax of \$359,076 in the current period, compared to the net profit of \$1,842,291 recorded during the previous corresponding period.

Earnings before interest, tax, depreciation and amortisation (EBITDA) for the current period was \$812,945 down from \$2,753,576 for the previous corresponding period.

Operating costs incurred by the Group in the current period were \$14,033,677 (up from \$13,242,118 in the previous corresponding period).

This increase was primarily due to the 'cost of traffic', rising from \$9,310,021 in the previous corresponding period to \$10,641,576 in the current period. The cost of traffic consists of expensing the Group's domain name registrations and renewals, as well as fees paid to affiliates, i.e. third party providers of Internet traffic to the Group.

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The negative net cash flow position of the Group in the current period has resulted in cash on hand as at 31 December 2008 of \$2,486,790 (down from \$5,010,893 on hand at 30 June 2008).

Dark Blue Sea Limited Directors' report (continued) 31 December 2008

Review of operations

The financial results of the Group in the current reporting period were disappointing. The revenue generated from our own domain name revenue was down from the same corresponding period last year whilst revenue generated from our domain sales was higher in the current period. Our external business was similar to the same corresponding period last year.

During the current reporting period, the Group has also continued to focus its resources into the further development and marketing of its domain name resale or "secondary market" business "Domain Distribution Network". This area of the business continued to grow in the current period despite the prevailing economic conditions is the USA.

The Group has also commenced a process of reviewing its own domain name portfolio due to changing revenue streams and the tough economic conditions which are likely to continue in the near future. As at 31 December 2008, the Group owned approximately 515,000 domain names, making it one of the largest domain name portfolio's in the world.

Matters subsequent to the end of the financial half-year

No matter or circumstance has arisen since 31 December 2008 that has significantly affected, or may significantly affect the consolidated entity's operations in future financial years, the results of those operations in future financial years, or the consolidated entity's state of affairs in future financial years.

Auditor's independence declaration

We have obtained an auditor's independence declaration from our auditors, Ernst & Young. A copy is attached on page 4 of this report.

Signed in accordance with a resolution of the directors.

Vernon Alan Wills

Chairman

Dated this 26th day of February 2009

Brisbane



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Auditor's Independence Declaration to the Directors of Dark Blue Sea Limited

In relation to our review of the financial report of Dark Blue Sea Limited for the half-year ended 31 December 2008, to the best of my knowledge and belief, there have been no contraventions of the auditor independence requirements of the Corporations Act 2001 or any applicable code of professional conduct.

Ernst & Young

Winna Brown Partner Brisbane

26 February 2009

Dark Blue Sea Limited Income statement For the half-year ended 31 December 2008

		Consoli Half-	
	Note	2008 \$	2007 \$
Revenue from continuing operating activities	3	14,557,225	15,529,715
Other income	4	110,754	440,449
Expenses			
Cost of traffic		(10,641,576)	(9,310,021)
Salaries wages and related costs		(1,880,750)	(2,057,817)
Share-based payments expense		(169,953)	(214,212)
Depreciation and amortisation expense		(68,617)	(124,532)
Impairment of premium domain names		(123,140)	-
Computer hosting and bandwidth		(289,879)	(216,997)
Rent		(135,500)	(106,485)
Travelling and marketing		(60,669)	(183,305)
Foreign currency exchange		(49,656)	(209,069)
ASX fees		(10,048)	(16,623)
Other expenses		(583,889)	(744,978)
Finance costs		(20,000)	(58,079)
Profit before income tax expense		634,302	2,728,046
Income tax expense		(275,226)	(885,755)
Profit after income tax expense attributable to members of			
Dark Blue Sea Limited		359,076	1,842,291
		Cents	Cents
		Cents	Cents
Basic earnings per share		0.46	2.13
Diluted earnings per share		0.46	2.13

	Consoli	
	31 December	30 June
No.4a	2008	2008
Note	\$	\$
Current assets		
Cash and cash equivalents	2,486,790	5,010,893
Trade and other receivables	1,232,483	1,422,598
Prepayments	2,796,642	2,164,087
Total current assets	6,515,915	8,597,578
Non-current assets		
Property, plant and equipment	207,898	231,419
Intangibles	2,565,815	2,331,122
Deferred tax	174,258	191,526
Prepayments	61,012	
Total non-current assets	3,008,983	2,754,067
Total assets	9,524,898	11,351,645
Current liabilities		
Trade and other payables	2,189,480	2,467,561
Income tax	64,911	340,648
Provisions	229,553	307,657
Other	318,281	303,408
Total current liabilities	2,802,225	3,419,274
Non-current liabilities		
Deferred tax	900	2,700
Provisions	214,298	200,504
Total non-current liabilities	215,198	203,204
Total liabilities	3,017,423	3,622,478
Net assets	6,507,475	7,729,167
Equity		
Contributed equity 7	8,987,507	10,345,687
Reserves	2,581,637	2,411,684
Accumulated losses	(5,061,669)	(5,028,204)
Total equity	6,507,475	7,729,167

Dark Blue Sea Limited Statement of changes in equity For the half-year ended 31 December 2008

	Contributed equity \$	Reserves	Accumulated losses \$	Total equity \$
Consolidated Balance 1 July 2007	13,374,702	1,565,799	(5,181,303)	9,759,198
Net income/(expense) recognised directly in equity Profit after income tax expense	- -	- -	1,842,291	1,842,291
Total recognised income/(expense) for the half-year Cost of share-based payments Share buy-back Dividends paid	(443,354)	- 214,212 - -	1,842,291 - - (1,302,428)	1,842,291 214,212 (443,354) (1,302,428)
Balance 31 December 2007	12,931,348	1,780,011	(4,641,440)	10,069,919
Consolidated Balance 1 July 2008	10,345,687	2,411,684	(5,028,204)	7,729,167
Net income/(expense) recognised directly in equity Profit after income tax expense	- -	- -	359,076	359,076
Total recognised income/(expense) for the half-year Cost of share-based payments Share buy-back Dividends paid	- (1,358,180) -	169,953 - -	359,076 - - (392,541)	359,076 169,953 (1,358,180) (392,541)
Balance 31 December 2008	8,987,507	2,581,637	(5,061,669)	6,507,475

Dark Blue Sea Limited Cash flow statement For the half-year ended 31 December 2008

		Consol Half-	year	
A.		2008	2007	
No	ote	\$	\$	
Cash flows from operating activities				
Receipts from customers (inclusive of GST)		14,760,630	16,445,124	
Payments to suppliers (inclusive of GST)		(14,308,938)	(13,600,235)	
		451 600	2 0 4 4 0 0 0	
		451,692	2,844,889	
Interest received		20,484	99,039	
Finance costs paid		(20,000)	(58,079)	
Subsidies and grants received		69,491	156,975	
Income taxes paid		(535,495)	(1,094,247)	
Net cash inflow/(outflow) from operating activities		(13,828)	1,948,577	
Cash flows from investing activities				
Payments for property, plant and equipment		(40,696)	(25,496)	
Payments for traffic/premium domain names		(363,326)	(571,990)	
Payments for software		(805)	(28,873)	
Proceeds from sale of traffic/premium domain names		43,161	331,492	
Net cash inflow/(outflow) from investing activities		(361,666)	(294,867)	
Cash flows from financing activities				
Dividends paid 8	3	(392,541)	(1,302,428)	
Payments for share buy-back		(1,706,412)	(443,354)	
Net cash inflow/(outflow) from financing activities		(2,098,953)	(1,745,782)	
Net increase/(decrease) in cash and cash equivalents		(2,474,447)	(92,072)	
Cash and cash equivalents at the beginning of the financial half-year		5,010,893	6,212,192	
Effects of exchange rate changes on cash		(49,656)	(209,069)	
Cash and cash equivalents at the end of the financial half-year	5	2,486,790	5,911,051	

Note 1. Significant accounting policies

This general purpose financial report for the interim half-year reporting period ended 31 December 2008 has been prepared in accordance with Accounting Standard AASB 134 Interim Financial Reporting and the Corporations Act 2001.

This half-year financial report does not include all the notes of the type normally included in an annual financial report and therefore cannot be expected to provide as full an understanding of the financial performance, financial position and financing and investing activities of the consolidated entity as the full financial report. Accordingly, this report is to be read in conjunction with the annual report for the year ended 30 June 2008 and any public announcements made by the company during the half-year reporting period in accordance with the continuous disclosure requirements of the ASX Listing Rules.

The accounting policies adopted are consistent with those of the previous financial year and corresponding interim reporting period.

Changes in accounting policy

New and / or revised standards and interpretations applicable for the year commencing 1 July 2008 have been reviewed and it was determined that changes were not required to the existing accounting policies adopted by Dark Blue Sea Limited. Certain Australian Accounting Standards and Interpretations have recently been issued or amended but are not yet effective and have not been adopted by Dark Blue Sea Limited for the interim reporting period. The directors have not yet assessed the impact of these new or amended standards and interpretations to the extent relevant to Dark Blue Sea Limited.

Note 2. Segment information

The consolidated entity operates a single integrated business and no segmented financial reporting is undertaken by the consolidated entity, primarily due to the integral way in which each of its four core business units, Roar/PageSeeker, Fabulous, Dark Blue and its Domain Name portfolio interact and collectively contribute to the revenue generating activities of the consolidated entity.

The consolidated entity conducts its business activities via the Internet in the global market. Sales are derived primarily in the United States with immaterial sales occurring in other jurisdictions. As the Internet is global, the consolidated entity does not and cannot specifically identify the geographic location of the end users.

Note 3. Revenue

	Consol Half-	
	2008 \$	2007
From continuing operations		
Sales revenue	0 124 021	10 (((000
Advertising click revenue Domain name registrations	8,134,821 3,837,488	10,666,989 2,622,433
Domain name sales	2,563,686	2,139,961
	14,535,995	15,429,383
Other revenue		
Interest received	20,484	99,039
Other revenue	746 21,230	1,293 100,332
Revenue from continuing operations	14,557,225	15,529,715
Note 4. Other income		
Note 4. Other income		
	Consol Half-	
	2008	2007
	\$	\$
Net gain on sale of traffic and premium domain names	41,263	283,474
Subsidies and grants	69,491	156,975
Other income	110,754	440,449
Note 5. Expenses		
	Consol	
	Half- 2008	year 2007
	\$	\$
Profit before income tax includes the following specific items:		
Expenses		
Rental expense relating to operating leases		
Minimum lease payments	115,823	87,995
Total rental expense relating to operating leases	115,823	87,995
Defined contribution superannuation expense		
Defined contribution superannuation expense	142,610	148,221

Note 6. Current assets - cash and cash equivalents

	Consolidated		
	31 December 2008 \$	31 December 2007 \$	
Reconciliation to cash at the end of the half-year For the purpose of the half-year cash flow statement, cash and cash equivalents at the end of the financial half-year are reconciled as follows:			
Cash on hand	1,840	758	
Cash at bank	2,484,950	5,910,293	
Balance as per cash flow statement	2,486,790	5,911,051	

Note 7. Equity - contributed

	Consolidated		Consolidated	
	31 December 2008 No. of Shares	30 June 2008 No. of Shares	31 December 2008 \$	30 June 2008 \$
Ordinary shares - fully paid	78,508,081	82,369,287	8,987,507	10,345,687

Movements in ordinary share capital during the half-year

Details	Date	No of shares	Market price	\$
Balance Cancelled shares pursuant to on-market share buy-	30 June 2008	82,369,287		10,345,687
back	1 July 2008	(3,861,206)	\$0.352	(1,358,180)
Balance	31 December 2008	78,508,081	=	8,987,507

Ordinary shares

Ordinary shares entitle the holder to participate in dividends and the proceeds on winding up the company in proportion to the number of and amounts paid on the shares held. The fully paid ordinary shares have no par value.

Note 8. Equity - dividends

	Consolidated Half-year	
	2008 \$	2007 \$
Final ordinary dividend for the year ended 30 June 2008 of 0.5 cents (2007: 1.5 cents) per fully paid share paid on 29 September 2008	392,541	1,302,428

Note 9. Contingent liabilities

Since the last annual reporting date, there has been no material change in any contingencies of the Group. Readers should refer to note 28 of the Group's Annual Report for further information.

Note 10. Events occurring after balance date

No matter or circumstance has arisen since 31 December 2008 that has significantly affected, or may significantly affect the consolidated entity's operations in future financial years, the results of those operations in future financial years, or the consolidated entity's state of affairs in future financial years.

Dark Blue Sea Limited Directors' declaration

In accordance with a resolution of the directors of Dark Blue Sea Limited, we state that:

In the opinion of the Directors:

- (a) the financial statements and notes of the consolidated entity are in accordance with the Corporations Act 2001, including:
 - i. giving a true and fair view of the financial position as at 31 December 2008 and of its performance for the half-year ended on that date; and
 - ii. complying with Accounting Standard AASB134 Interim Financial Reporting and the Corporations Regulations 2001; and
- (b) there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

On behalf of the Board

Vernon Alan Wills

Chairman

Dated this 26th day of February 2009

Brisbane



1 Eagle Street Brisbane QLD 4000 Australia GPO Box 7878 Brisbane QLD 4001

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To the members of Dark Blue Sea Limited

Report on the Condensed Half-Year Financial Report

We have reviewed the accompanying half-year financial report of Dark Blue Sea Limited, which comprises the condensed balance sheet as at 31 December 2008, and the condensed income statement, condensed statement of changes in equity and condensed cash flow statement for the half-year ended on that date, other selected explanatory notes and the directors' declaration of the consolidated entity comprising the company and the entities it controlled at the half-year end or from time to time during the half-year.

Directors' Responsibility for the Half-year Financial Report

The directors of the company are responsible for the preparation and fair presentation of the half-year financial report in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations) and the *Corporations Act 2001*. This responsibility includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the half-year financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's Responsibility

Our responsibility is to express a conclusion on the half-year financial report based on our review. We conducted our review in accordance with Auditing Standard on Review Engagements ASRE 2410 Review of Interim and Other Financial Reports Performed by the Independent Auditor of the Entity, in order to state whether, on the basis of the procedures described, we have become aware of any matter that makes us believe that the financial report is not in accordance with the Corporations Act 2001 including: giving a true and fair view of the consolidated entity's financial position as at 31 December 2008 and its performance for the half-year ended on that date; and complying with Accounting Standard AASB 134 Interim Financial Reporting and the Corporations Regulations 2001. As the auditor of Dark Blue Sea Limited and the entities it controlled during the half-year, ASRE 2410 requires that we comply with the ethical requirements relevant to the audit of the annual financial report.

A review of a half-year financial report consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

Independence

In conducting our review, we have complied with the independence requirements of the *Corporations Act 2001*. We have given to the directors of the company a written Auditor's Independence Declaration, a copy of which is included in the Directors' Report.



Conclusion

Based on our review, which is not an audit, we have not become aware of any matter that makes us believe that the half-year financial report of Dark Blue Sea Limited is not in accordance with the *Corporations Act 2001*, including:

- i. giving a true and fair view of the consolidated entity's financial position as at 31 December 2008 and of its performance for the half-year ended on that date; and
- ii. complying with Accounting Standard AASB 134 Interim Financial Reporting and the Corporations Regulations 2001.

Ernst & Young

Winna Brown Partner Brisbane

26 February 2009