



DARK BLUE SEA LIMITED
ACN 091 509 796

Company Announcement

Date: 30 September, 2009

DBS Acquires Australian Domain Name Business

Dark Blue Sea advises that today it has acquired a company in the emerging Australian expired domain name industry. As part of the acquisition Dark Blue Sea will become an Australian domain name reseller.

Dark Blue Sea has been actively reviewing opportunities in the Australian domain name market and believes this acquisition is an excellent fit with its domain name expertise and existing Australian infrastructure.

In addition, the acquisition will provide a source of A\$ revenue which provides a natural hedge on part of Dark Blue Sea's currency exposure. Currently the majority of Dark Blue Sea's revenue and cost of goods sold is denominated in US\$ with the majority of overheads denominated in A\$.

The company will issue 2 million ordinary fully paid shares by way of initial consideration to the vendors. Of these 2 million shares, 125,000 shares will be held in voluntary escrow for 12 months and 1,242,500 will be held in voluntary escrow for 6 months. The agreement contains earn out hurdles for the next 2 years which if met will result in additional consideration being paid.

About Dark Blue Sea

Dark Blue Sea is an online advertising intermediary or "internet traffic" broker servicing a global customer base from its office in Brisbane. Dark Blue Sea has developed and successfully manages a number of world-class commercial Internet properties including:

- Roar and PageSeeker, pay-per-click advertising portals;
- Fabulous, an ICANN accredited domain name registrar and domain name management system;
- Dark Blue, an online advertising affiliate network;
- Domain Distribution Network; and
- Domain name portfolio.

Fabulous, Dark Blue and Roar / PageSeeker provide a fully integrated package for the generation, management and monetization of "internet traffic". "Internet traffic" is directly analogous to shopping centre floor traffic.



The ability to offer traffic sources and advertisers a platform consisting of an integrated domain name registrar, advertiser affiliate network and a pay-per-click advertising portal is a compelling value-added proposition that the Company believes is unique in the global marketplace.

Dark Blue Sea currently owns a portfolio of approximately 400,000 internet domain names.

The vast majority of Dark Blue Sea's domain names are what are termed generic keyword domain names. These are domains such as www.booksellers.com that are constructed from generic keywords or phrases ("book sellers" in this case). Users find Dark Blue Sea's domain names by simply typing domain names such as www.booksellers.com into the address bar of their browser (e.g. Internet Explorer).

The "internet traffic" that is generated from Dark Blue Sea's portfolio of domain names can be sold to online advertisers. Advertisers can purchase the "internet traffic" from either Roar / PageSeeker or Dark Blue, the Company's online advertising properties. Dark Blue Sea also has commercial relationships with many other leading online advertiser networks that effectively also buy the "internet traffic" from Dark Blue Sea's domain name portfolio.

Fabulous was developed to help the Company manage its own domain name portfolio and to provide services to other domain name portfolio owners. The Company combines the internet traffic from its own and other portfolios to try to negotiate the best possible advertising deals.

Fabulous also provides domain name registration services. Fabulous is currently the 14th largest domain name registrar in the world.

Domain names are the real estate of the internet – it is the first step for any business wanting to establish a presence on the Internet. Domain names can trade in the secondary market. Through the Domain Distribution Network, small businesses and individuals can purchase secondary market domain names through their preferred retail registrar.

The Company believes it is well-positioned in a small but important niche of the global US\$22 billion per annum online advertising market as well as the emerging domain name secondary market.

Dark Blue Sea is listed on the Australian Stock Exchange (code: DBS) and has a Level 1 over-the-counter ADR program through the Bank of New York (code: DKBLTY)

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