



DARK BLUE SEA LIMITED
ACN 091 509 796

Company Announcement

Date: 13 September, 2007

Dark Blue Sea Partnership with Register.com

Register.com Partners with Fabulous.com to Expand Availability of Premium Online Brands for Small Business

Strategic Partnership Supports Expanded Domain Name Searching Capabilities

NEW YORK--(BUSINESS WIRE)--Register.com, a leading provider of web services and domain registration for small businesses, today announced it has expanded its domain name search capabilities to include over 1.5 million premium domains. Through this expansion, Register.com gives small business customers access to both new domains and names that are currently registered but are available for resale.

One of Register.com's key partners in building this expanded search capability is the Domain Distribution Network (Fabulous.com-- a wholly owned subsidiary of Dark Blue Sea Limited). Leveraging Fabulous.com's expertise and extensive inventory of previously registered domains, Register.com has expanded its ability to help customers create memorable online brands that are easy to market and remember.

Almost 90 million .com, .net and .org domains, representing highly sought-after combinations of English words, are already registered. In many cases the domain holders no longer use them and are interested in reselling the name. With this in mind, Fabulous.com has created a service to offer the broader market access to quality domains that are already taken. Through this partnership, Register.com customers will now have the ability to enter any website address they wish to purchase and instantly receive a comprehensive listing of both new and previously registered domain name options. Register.com customers can easily view all options and prices on one screen and, with the click of a mouse, can reserve some of the best new or previously registered website names on the market.

"By increasing the number of existing domains available to our customers we are helping small businesses build their brand online," said Larry Kutscher, chief executive officer, Register.com. "Register.com now provides a one-stop-shop for new or previously registered domains, making it easy to find and purchase the best web address for their business."

"Register.com is a valuable partner for The Domain Distribution Network. They are an immensely professional organization that truly seeks to add value to their customers," said Dan Warner, chief strategy officer, Fabulous.com. "Their new service will provide a great benefit for small business owners, allowing them to purchase superior domain names which were previously off the market."

To learn more, TRY Register.com's expanded domain search at
<http://www.register.com/retail/product/registration.rcmx>

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About Register.com

Register.com provides all the essential tools a business needs to build and manage their online presence. Leveraging ten years of experience in the domain business with over two and a half million domain names under management, Register.com has built a reputation as a leading provider of global domain name registration, web design and management services. Through an expanding, broad selection of website design and management solutions, Register.com enables small businesses and organizations to create a dynamic web presence without the need for extensive technical knowledge or resources. Register.com offers customers quick and user-friendly registration and a wide array of web site design services from do-it-yourself tools to fully customized offerings; all backed by expert 24 x 7 online and toll-free phone customer support.

About Domain Distribution Network (DDN)

The Domain Distribution Network is an essential aftermarket domain distribution service. It acts as the global centralized source of domain "stock" for high quality registrars and other high profile resellers.

The domain stock consists of high quality generic domains that are highly suited for small to medium enterprise businesses. DDN doesn't compete with registrars. It acts as a technology partner to allow registrars a clean and efficient means to monitor, maintain, and transact in the complex aftermarket channel of the domain space.

Through the Domain Distribution Technology, registrars enable users to purchase and control a domain within a matter of seconds by utilizing a safe and efficient streamlined sales and transfer process. DDN offers registrars a means to authenticate ownership of domains; allows open communication with a wide community of domain owners and other registrars in real time; while seamlessly preventing fraud and trademark abuse. DDN has become the domain equivalent of the stock exchange which services the aftermarket domain channel.

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 Pageseecker, pay-per-click advertising portals;
- Fabulous, an ICANN accredited domain name registrar and domain name management system;
- Dark Blue, an online advertising affiliate network; and
- Its 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 more than half a million internet domain names.

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

Approximately 170,000 people (or "unique visitors") from around the world type in (or "directly navigate" to) one of Dark Blue Sea's domain names every day.

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 companies 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 provides 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 20th 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. Like offline real estate, domain names can be bought, sold, rented, leased, etc.

Domain names can trade at wildly inconsistent prices in the secondary market but, like offline real estate, prices are broadly underwritten by financial investors. Such investors (including domain name portfolio owners) are willing to purchase domain names by capitalising current or potential leasing revenue.

Businesses such as Fabulous help establish base line valuations of domain names by determining a base line leasing potential of any domain name. This is done by selling the direct navigation (or domain name type in) traffic to advertisers.

The Company believes it is well-positioned in a small but important niche of rapidly growing global US\$17 billion per annum online advertising 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: DKBLY)

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