



**DARK BLUE SEA LIMITED**  
**ACN 091 509 796**

**Company Announcement**

**Date: 27 September, 2007**

## **Dark Blue Sea Partnership with Moniker.com**

### **Moniker.com Enters New Strategic Partnerships with DDN to Expand Its Inventory of Premium Domain Names**

-- Inventory from Fabulous.com to populate Moniker's MarketPlace --

**Pompano Beach Fla. (September 27, 2007)** – [Moniker.com](http://www.moniker.com), the first and only provider of Domain Asset Management™ services, today announced that it has entered into a new strategic partnerships with The Domain Distribution Network (Fabulous.com), adding additional premium domains available for purchase at Moniker's MarketPlace, a full-service online domain transaction platform.

"Through this new partnership, Moniker's MarketPlace will now be populated with an excess of three million domains available for purchase," said Monte Cahn, co-founder and CEO of Moniker.com. "This partnership will allow our customers access to premium domains, giving them more options when acquiring new a website address."

Visitors to Moniker homepage (<http://www.moniker.com>) who are searching for a new domain, or those going to the MarketPlace (<http://marketplacepro.moniker.com/index.html>) for domain sales, will now receive a wider selection of results including those domains that are available for immediate purchase from Fabulous.com (<http://www.fabulous.com>).

In addition to unregistered domains, users searching for new domain registrations will be offered an additional list of domains that are already owned similar to real estate listings. This will significantly increase the number of marketable domains to choose from and will provide the buyer with the means to buy the perfect domain.

#### **Domain Distribution Network (DDN) / Moniker.com Partnership to Increase Moniker's Inventory**

The extensive DDN inventory of aftermarket domains will provide MarketPlace users with an expanded means to find the best domain for their business. "The Domain Distribution Network partnership will provide Moniker.com with access to the premiere domains they are seeking," said Dan Warner of Fabulous.com. "Moniker's MarketPlace has proven to be a landmark destination for purchasing domains on the Web, and we are pleased that our inventory will now be available on this platform."

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Inventory from the Domain Distribution Network has already been incorporated into Moniker's MarketPlace. Individuals interested in purchasing a domain should visit <http://www.moniker.com>.

### **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 enables them. 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 Moniker**

[Moniker](#) is the first and only provider of Domain Asset Management™, a complete set of business services that provide companies a single-point-of-access to help manage and maximize the value of their domains. These services include name creation, registration, acquisition, portfolio management, appraisal and escrow services, traffic monetization and after-market sales – all backed by unsurpassed customer service and security.

With more than a decade of experience, Moniker is a top 10 domain registrar, holds the industry's highest customer retention rate and pioneered the industry's first domain appraisal formula. It is considered the industry's premier marketplace to buy and sell domain names.

Customers include savvy investors, Web entrepreneurs and forward-thinking global companies, including Marchex, Nokta, Future Media Architects, AOL, Yahoo, the National Hockey League, Major League Baseball, Lions Gate Films, Bank of America, Microsoft, Jupitermedia, Geosigns, Mainstream Advertising and many others.

Moniker, with headquarters in Pompano Beach, Florida, is an operating unit of [Seevast Corporation](#), a company of marketing services firms that drive sales, build brands and leverage core assets for their clients.



## 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.

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](http://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](http://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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