



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

**Company Announcement**

**Date: 2 October, 2007**

## **Dark Blue Sea Partnership with Network Solutions**

**THE DOMAIN DISTRIBUTION NETWORK PARTNERS WITH NETWORK SOLUTIONS TO OFFER  
AFTERMARKET PREMIUM DOMAINS FOR SALE**

***-- Partnership strengthens marketplace reach --***

Brisbane, Australia (October 2nd, 2007) – The Domain Distribution Network (DDN), an aftermarket domain distribution and fulfillment service, announced today that it has partnered with Network Solutions, an ICANN accredited registrar and leading provider of Internet services, to offer premium domains to Network Solutions customers.

"We are extremely excited to partner with Network Solutions. They are a recognized industry leader committed to making it easy and affordable for businesses to build and grow their Internet presence," said Dan Warner, Fabulous.com. "This new alliance also increases the reach of the Domain Distribution Network, providing the Internet community improved access to quality aftermarket domain names."

The potential list of meaningful domain names which are available for new registration is becoming extremely limited. In contrast, the domains that are already registered, "aftermarket domains" are like real estate. They continue to appreciate and a robust resale market has developed for these existing domains.

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 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.

DDN domains are now available for purchase at <http://www.NetworkSolutions.com>.

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## **About the Domain Distribution Network (DDN) and the Dark Blue Sea Group**

The Domain Distribution Network provides premium domain distribution and fulfilment services for high quality, commercially focused, generic keyword domain names. The Domain Distribution Network is operated by Dark Blue Sea Ltd. [Dark Blue Sea](#) is the direct navigation expert, whose suite of products including [Fabulous.com](#) (an ICANN accredited domain name registrar), [DarkBlue.com](#) (online advertising affiliate network) and [Roar.com](#) / [PageSeeker.com](#) (its online advertising portals) provide a fully integrated package. 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). For more information, visit [www.DomainDistribution.com](#) and [www.DarkBlueSea.com](#).

## **About Network Solutions, LLC**

Network Solutions, a leading provider of Web solutions and the pioneer of the domain name registration service, offers a full range of Web-related services, including [Web hosting](#), [web design](#), [e-commerce software](#), [search engine marketing](#), [SSL certificates](#), [e-mail services](#) and [domain name registration](#). Network Solutions draws on 28 years of experience to make it simple and affordable for customers to build and manage an online presence through a one-stop Web Solutions provider. Additional information about Network Solutions' offerings is available at [www.networksolutions.com](#).

## **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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