



DARK BLUE SEA LIMITED
ACN 091 509 796

Company Announcement

Date: 7 March 2008

Domain Sales Agreement with GoDaddy.com, Inc.

Dark Blue Sea Ltd (ASX listing code DBS) today announces that it has entered into a five-year agreement ("Agreement") with GoDaddy.com, Inc. ("Go Daddy") to sell domain names from Dark Blue Sea's portfolio.

As part of the Agreement, Go Daddy will improve the way secondary market domain names are sold through their network. Go Daddy is the world's largest domain name registrar with a portfolio nearly three times the size of its closest competitor. DBS anticipates the improvements, which will be implemented progressively over the life of the Agreement, will significantly increase the volume of the Company's domain sales beyond current levels.

As a further part to the Agreement, Dark Blue Sea will issue Go Daddy with 6.5 million options with an expiry date of 7 June 2013 and an exercise price of 65 cents per DBS share. The options are available to be exercised progressively during the period of the Agreement based on Go Daddy achieving specific sales targets. The sales targets are based on cumulative number of sales during the period of the Agreement.

1.6 million options can be exercised immediately by Go Daddy. The criteria for the exercise of the remaining options are contained in an options agreement between Dark Blue Sea and Go Daddy. Further details in relation to the options is contained in the "Appendix 3B" lodged with the Australian Stock Exchange, dated 7 March 2008. Go Daddy will be entitled to exercise all the options if they achieve sales of 45,000 domain names during the life of the Agreement.

About The Go Daddy Group, Inc.

The [Go Daddy](#) Group, Inc. includes GoDaddy.com and is a leading provider of services that enable individuals and businesses to establish, maintain and evolve an online presence. Go Daddy provides a variety of [domain name registration](#) plans and [Web site design](#) and [hosting packages](#), as well as a broad array of on-demand services. These include products such as [SSL Certificates](#), Domains by Proxy [private registration](#), [ecommerce Web site hosting](#), [blog templates](#) and [blog software](#), [podcast packages](#) and [online photo hosting](#). The Go Daddy Group, Inc. has more than 27 million domain names under management. Go Daddy registers, renews or transfers a domain name every second. GoDaddy.com is the world's No. 1 domain name registrar according to Name Intelligence, Inc. GoDaddy.com is also rated the world's largest hostname provider according to Netcraft Ltd. During 2007, The Go Daddy



Group registered more than one-third of all domain names registered in the top six generic top-level domains, or gTLDs, including .com, .net, .org, .info, .biz and .mobi.

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;
- The Domain Distribution 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.booksellers.com that are constructed from generic keywords or phrases (“book sellers” in this case). Users find Dark Blue Sea’s domain names by typing simply typing domain names such as www.booksellers.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 Company’s online advertising properties. Dark Blue Sea also has commercial relationships with many other leadingonline 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 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 rapidly growing global US\$20 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: DKBLY)

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