



DARK BLUE SEA LIMITED
ACN 091 509 796

Company Announcement

Date: 16 May, 2008

Share Buy Back

Dark Blue Sea Ltd (ASX listing code DBS) today announces its fifth share buy back.

Share Buy-Back

As at the end of April 2008, the Company had approximately A\$4 million cash at bank and no debt. The company also has undrawn debt facilities of approximately A\$5.2 million.

At current price levels, Dark Blue Sea shares represent more favourable exposure to domain names than most other domain name acquisition opportunities.

The company intends to buy back up to 5.6 million shares representing approximately 6.7% of the issued capital of the company. The buy back will commence on Monday 2 June 2008 and will extend for six months.

During the buy back period, the decision to buy back shares will be made in consideration of actual cash position, cash flow from operations, the Dark Blue Sea share price at the time, expectations of revenue performance at the time and the availability of other domain name acquisitions.



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;
- 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 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 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 12th 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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