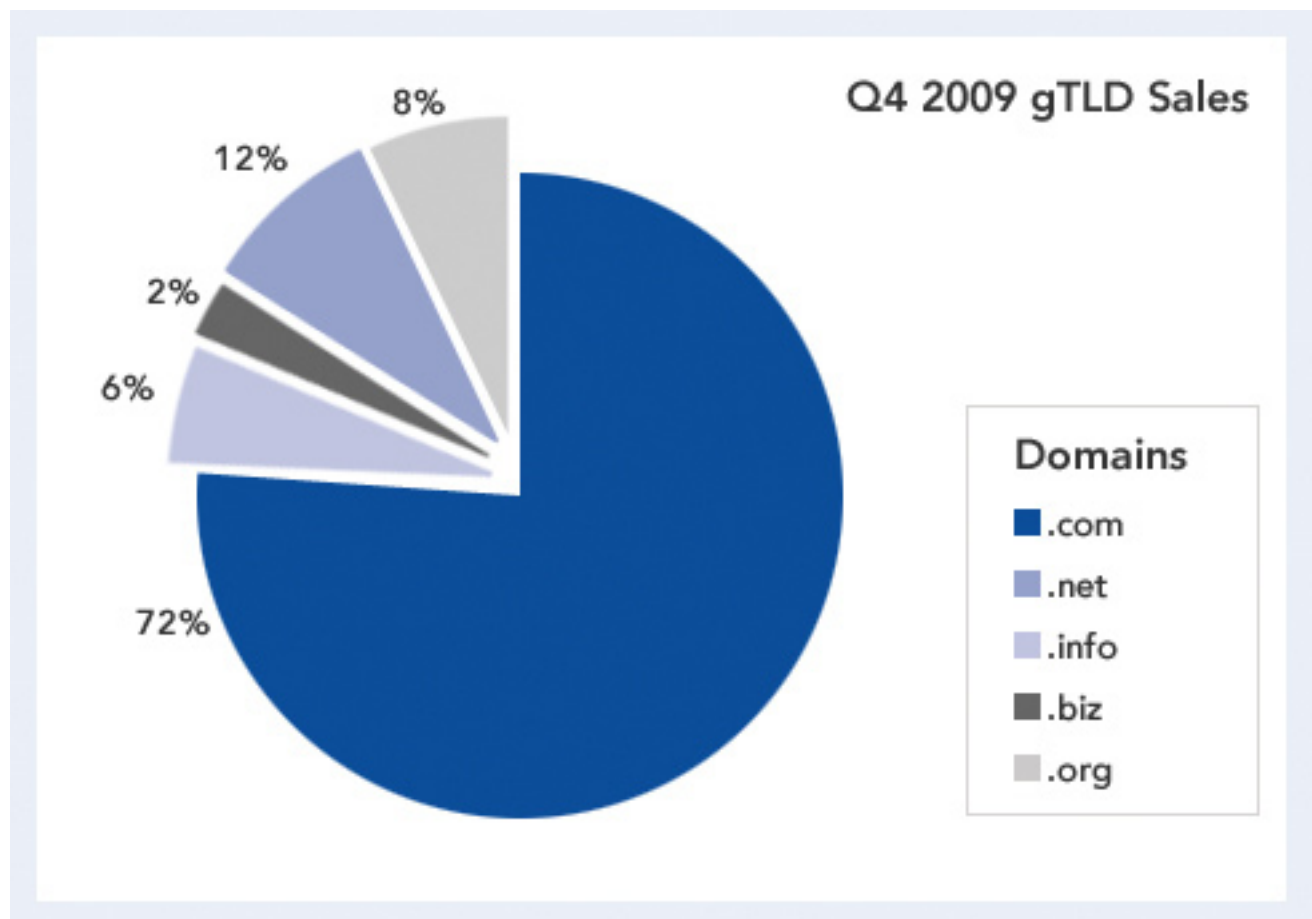


2009 Overview with Q4 Highlights

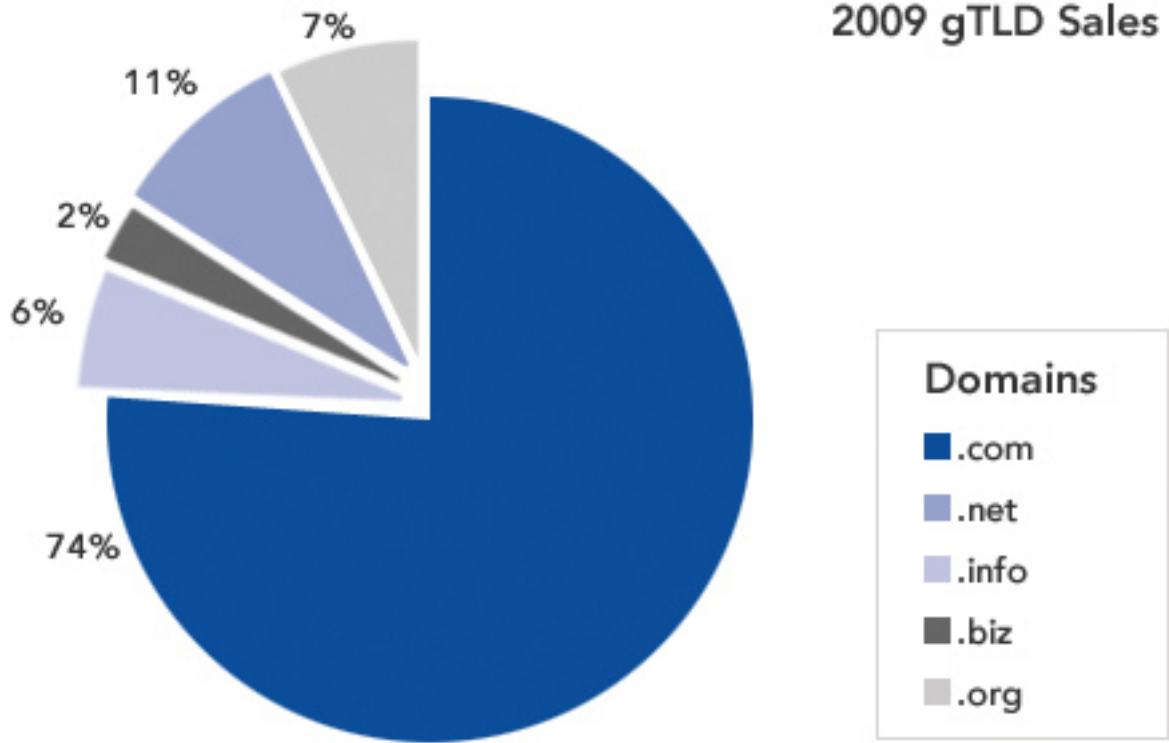
Sedo's Domain Market Study

1. Division of Generic Top-Level Domain (gTLD) Sales

The .com extension continues to be the most popular domain extension, accounting for 44% of all 2009 sales on the Sedo marketplace. In looking at its place among other gTLDs, the .com remains supreme accounting for 72% of all Q4 gTLD sales and 74% of 2009's gTLD sales. The second most popular gTLD, the .net extension accounts for 11% of 2009 gTLD sales, but only 6% of all domains sold on the Sedo marketplace last year.

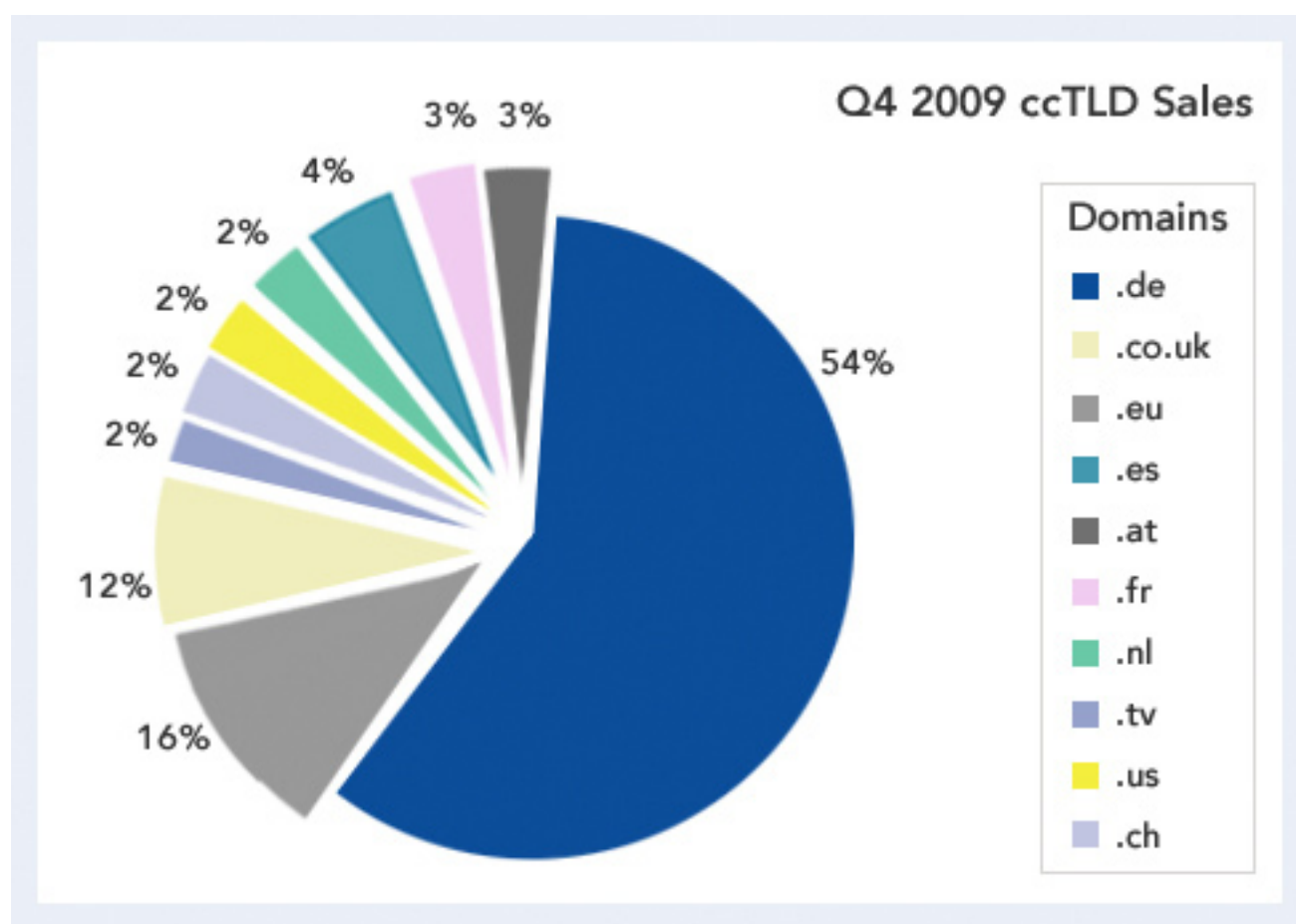


2009 gTLD Sales

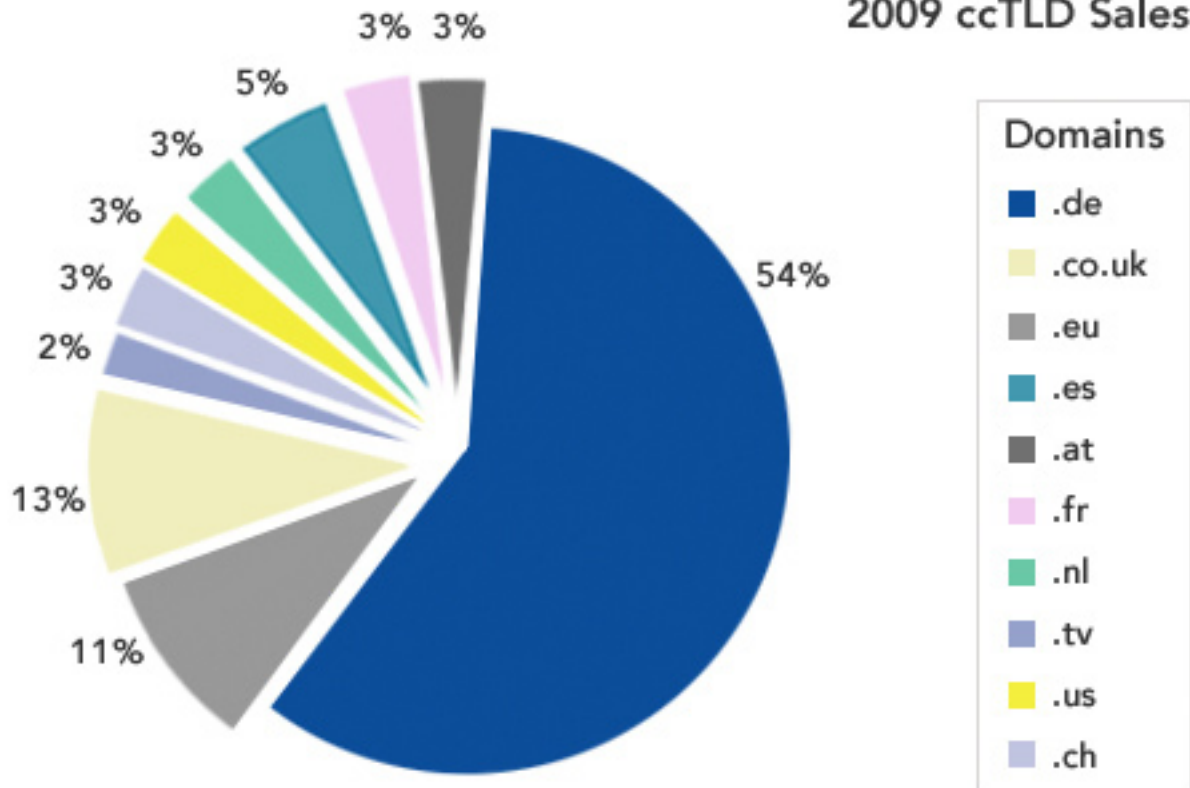


2. Division of Country Code Top-Level Domain (ccTLD) Sales

The .de extension remains the most commonly sold ccTLD domain on the Sedo marketplace followed by the .co.uk of the United Kingdom and the .eu of Europe, which was launched in December of 2005. The graphs below show the shares of the 10 most popular ccTLDs on the Sedo marketplace in Q4 2009 and in 2009 overall.

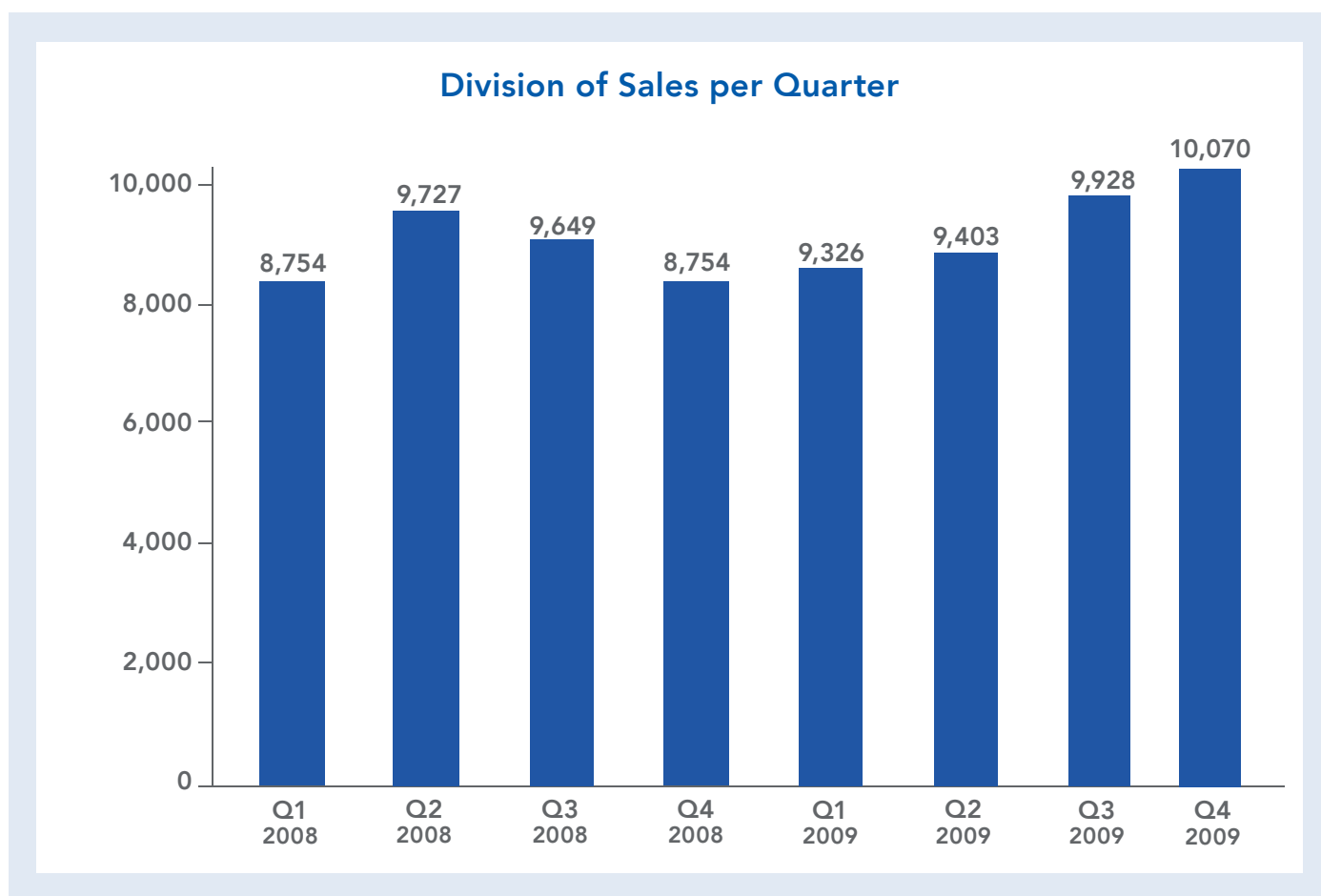


2009 ccTLD Sales



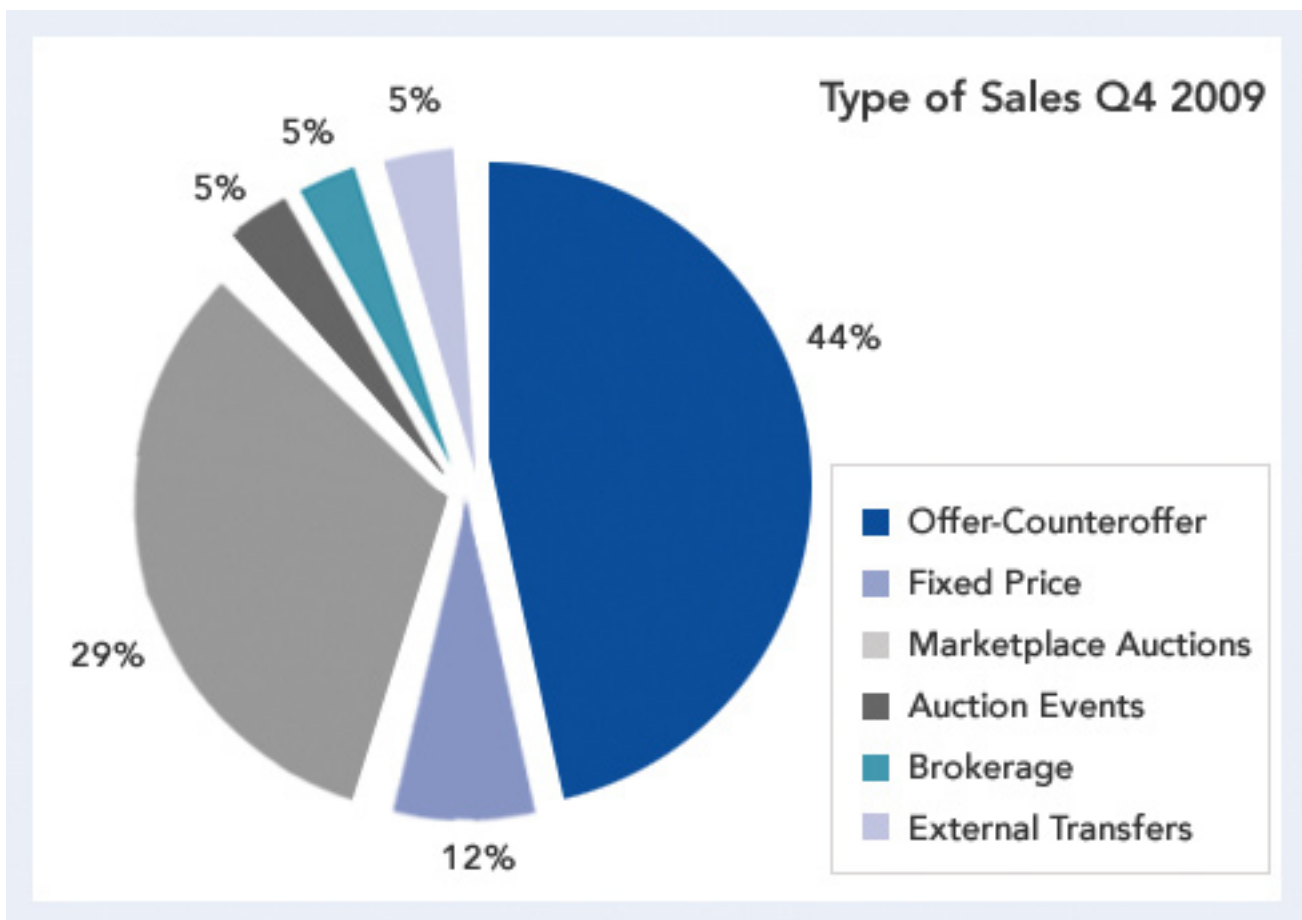
3. Sales Volume Growth: 2009 compared with 2008

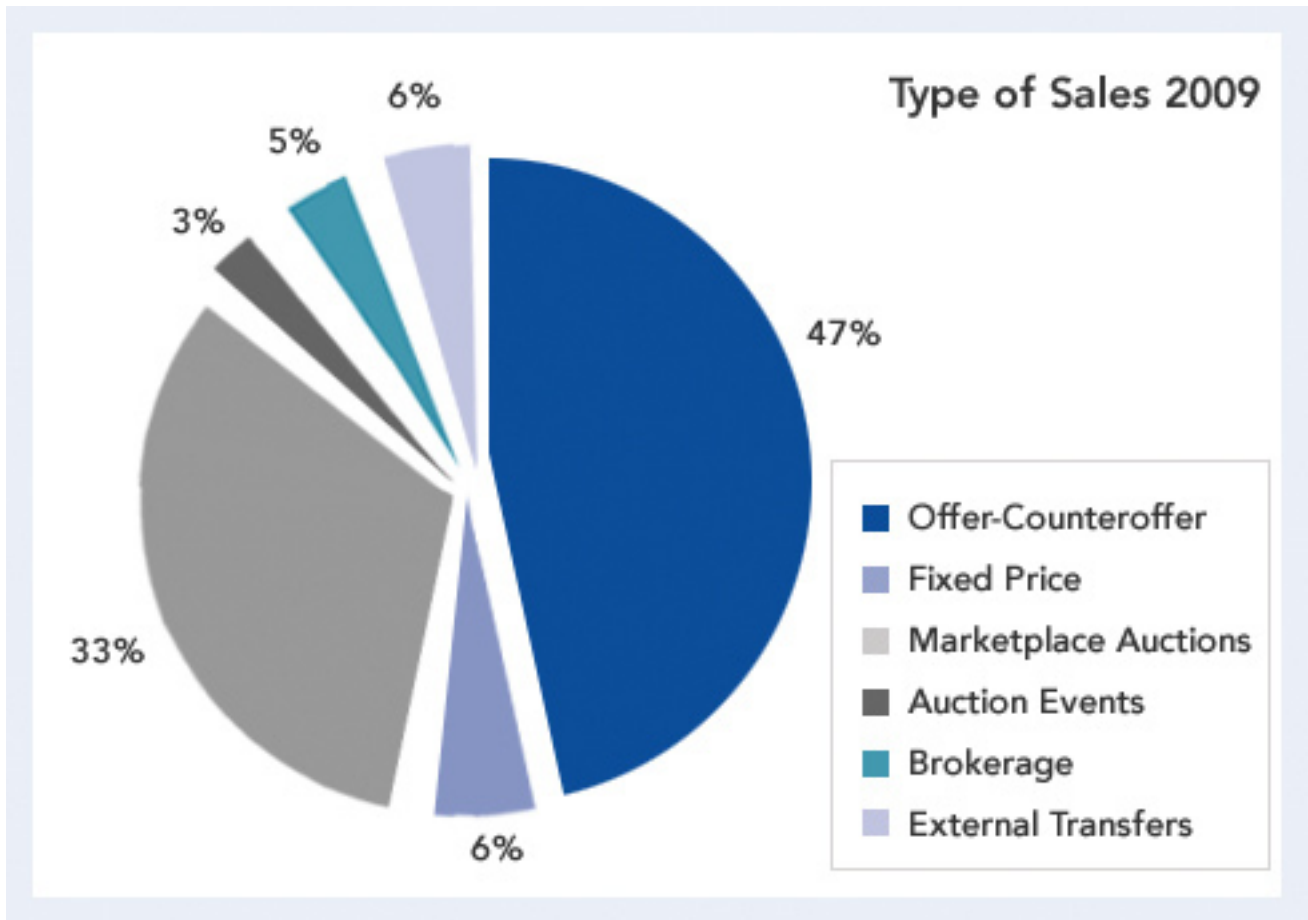
The secondary domain market as represented by the Sedo marketplace has seen a tremendous 5% growth in the volume of domains changing hands this year in comparison to 2008. Below is a graph of the growth in sales volume per quarter.



4. Division of Sales Type

Below are the graphs that show the method in which domains are traded through on the Sedo Marketplace in Q4 2009 and 2009 overall. There was a significant 4% growth in the number of fixed price domains changing hands in 2009 as compared with 2008. We expect this figure to grow in the coming year as domain owners apply fixed prices to appeal to end user buyers who prefer this method, and as a way to sell more domains.





5. Number and Price Comparison (gTLDs)

The average price of the .com extension dropped approximately \$719 in Q4 2009 as compared with Q3. The .biz extension, however, saw the biggest jump in the average sales price. This is mostly likely due to the growth in sales of one character .biz domains, which first became available through the .biz registrar in September 2009.

TLD	Average Sales Price Q1 2009 in \$	Average Sales Price Q2 2009 in \$	Average Sales Price Q3 2009 in \$	Average Sales Price Q4 2009 in \$
.com	2,527	1,768	3,301	3,301
.net	1,307	1,775	1,314	1,314
.org	978	1,016	1,511	1,511
.biz	571	591	566	566
.info	598	592	681	681

In comparing the total sales revenue from 2007 through 2009, we saw the biggest growth in the number of .com domains sold, while the .org and .biz saw the highest growth in their average sales prices.

TLD	Total Sales Revenue 2007 in \$	Total Sales Revenue 2008 in \$	Total Sales Revenue 2009 in \$	Average Sales Price 2007 in \$	Average Sales Price 2008 in \$	Average Sales Price 2009 in \$
.com	62,286,440	44,078,322	70,752,048	5,016	2,512	1,829
.net	3,017,362	3,490,519	3,415,163	2,033	1,670	1,367
.org	1,582,586	1,610,945	2,191,332	1,942	1,244	1,338
.biz	528,417	289,988	481,997	1,126	790	1,373
.info	1,212,035	1,340,219	913,969	1,091	841	624

6. Number and Price Comparison (ccTLD)

TLD	Average Sales Price Q1 2009 in \$	Average Sales Price Q2 2009 in \$	Average Sales Price Q3 2009 in \$	Average Sales Price Q4 2009 in \$
.co.uk	1,444	2,556	2,122	3,283
.de	1,175	897	1,650	1,610
.fr	4,247	2,227	4,368	5,122
.es	1,899	1,115	2,161	2,001
.eu	1,168	834	1,329	850
.at	721	1,427	958	1,009

TLD	Average Sales Price 2007 in \$	Average Sales Price 2008 in \$	Average Sales Price 2009 in \$
.co.uk	6,775	3,256	2,489
.at	1,139	1,585	1,010
.es	4,626	2,548	1,666
.de	1,493	1,719	1,383
.fr	2,547	4,184	4,267
.eu	1,417	1,291	934

7. Median Sales Prices

The median sales prices for gTLDs remained fairly consistent in Q4 as compared to the first 3 quarters of 2009.

gTLD	Median Sales Price Q2 2009 in \$	Median Sales Price Q3 2009 in \$	Median Sales Price Q4 2009 in \$
.com	410	490	437
.net	520	501	498
.org	377	496	436
.biz	272	301	333
.info	219	291	253

8. Top Sales

Below is a recap of both Q4 and 2009 Top sales. Q4 proved that geo related domains are some of the most valuable, representing 3 of Sedo's top 10 sales. We also saw that Sedo accounted for 11 of the top 20 sales industry wide in 2009, compared to only 5 of the top 20 sales in 2008, further demonstrating Sedo's continued year over year growth.

Q4 Top 10 Public Sales in USD

	Domain	Sales Price in \$
1	Russia.com	1,500,000
2	Resumes.com	400,000
3	Software.co.uk	249,000.00
4	RSS.com	125,000
5	Made.com	130,000
6	Sudan.com	120,000
7	Mutuelle.fr	116,221
8	Büromöbel.de	100,000
9	64.com	89,000
10	Kiev.com	88,000

Q4 Top 10 .com Sales in USD

	Domain	Sales Price in \$
1	Russia.com	1,500,000
2	Resumes.com	400,000
3	Rss.com	125,000
4	Made.com	130,000
5	Sudan.com	120,000
6	64.com	89,000
7	Kiev.com	88,000
8	Pokerbonus.com	85,000
9	Poken.com	75,000
10	Celibataire.com	39,339

2009 Top 10 Public Sales in USD

	Domain	Sales Price in \$
1	Fly.com	1,600,000.00
2	Russia.com	1,500,000.00
3	Call.com	1,100,000.00
4	Server.com	770,000.00
5	Christian.com	600,000.00
6	Talk.com	500,000.00
7	Brazil.com	500,000.00
8	Top.com	468,718.25
9	Body.com	400,000.00
10	Resumes.com	400,000.00

9. Top Categories:

Below are the lists of the top 10 categories for both Q4 and 2009.

Top 10 Most Popular Categories 2009

1. Software
2. Employment
3. Services
4. Regions, Country, Cities
5. Domain Industry
6. Tobacco
7. Insurance
8. 3 Characters
9. Hardware
10. Casino

Top 10 Most Popular Categories Q4 2009

1. Software
2. Tobacco
3. Regions, Country, Cities
4. Domain Industry
5. Employment
6. Insurance
7. Hardware
8. Religion and Spirituality
9. Banking Services
10. Furniture

10. Conclusion

In 2009, the .com remained the top domain extension across all markets. Sedo's marketplace did experience a surge in geographical domains with the sale of Russia.com, Brazil.com and Kiev.com. This is most likely an indicator that more of these sales should be expected in 2010, as global investors continue to expand their market reach with country specific domain names.