

# Appendix 3Y

## Change of Director's Interest Notice

*Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.*

Introduced 30/9/2001.

|                        |                              |
|------------------------|------------------------------|
| <b>Name of entity</b>  | <b>AdultShop.com Limited</b> |
| <b>ABN 009 147 924</b> |                              |

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

|                            |                     |
|----------------------------|---------------------|
| <b>Name of Director</b>    | Malcolm Raymond Day |
| <b>Date of last notice</b> | 4/06/2004           |

### Part 1 - Change of director's relevant interests in securities

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

|                                                                                                                                                                     |                                                                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Direct or indirect interest</b>                                                                                                                                  | Indirect                                                                                                                                                        |
| <b>Nature of indirect interest (including registered holder)</b><br><small>Note: Provide details of the circumstances giving rise to the relevant interest.</small> | Director / controlling shareholder of Hollywood Marketing Pty Ltd, Adult Communications Services Pty Ltd, Barbarellas NZ Ltd and Goldshore Investments Pty Ltd. |
| <b>Date of change</b>                                                                                                                                               | 27/01/2009                                                                                                                                                      |

---

+ See chapter 19 for defined terms.

**Appendix 3Y**  
**Change of Director's Interest Notice**

|                                                                                                           |             |                                                                                                                                                                                  |
|-----------------------------------------------------------------------------------------------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>No. of securities held prior to change</b>                                                             | 23,223,984  | Ordinary shares held by Hollywood Marketing Pty Ltd as trustee for the Netco Day Trust of which Mr Day is a beneficiary.                                                         |
|                                                                                                           | 6,836,000   | Ordinary shares held in the name of Adult Communications Services Pty Ltd, of which Mr Day is a director and holds a 50% interest.                                               |
|                                                                                                           | 250,000     | Ordinary shares held in the name of Barbarellas NZ Ltd, an entity wholly owned by Adult Communications Services Pty Ltd. of which Mr Day is a director and holds a 50% interest. |
|                                                                                                           | 5,000,000   | Options exercisable at 5.7 cents per share on or before 30 June 2009 and held directly by Mr Day.                                                                                |
| <b>Class</b>                                                                                              | Ordinary    |                                                                                                                                                                                  |
| <b>Number acquired</b>                                                                                    | 13,837,875  |                                                                                                                                                                                  |
| <b>Number disposed</b>                                                                                    | N/A         |                                                                                                                                                                                  |
| <b>Value/Consideration</b><br>Note: If consideration is non-cash, provide details and estimated valuation | \$83,027.25 |                                                                                                                                                                                  |

+ See chapter 19 for defined terms.

**Appendix 3Y**  
**Change of Director's Interest Notice**

|                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>No. of securities held after change</b>                                                                                                                                                 | <p>23,223,984 Ordinary shares held by Hollywood Marketing Pty Ltd as trustee for the Netco Day Trust of which Mr Day is a beneficiary.</p> <p>13,837,875 Ordinary shares held by Goldshore Investments Pty Ltd as trustee for The Goldshore Trust of which Mr Day is a beneficiary.</p> <p>6,836,000 Ordinary shares held in the name of Adult Communications Services Pty Ltd, of which Mr Day is a director and holds a 50% interest.</p> <p>250,000 Ordinary shares held in the name of Barbarellas NZ Ltd, an entity wholly owned by Adult Communications Services Pty Ltd. of which Mr Day is a director and holds a 50% interest.</p> <p>5,000,000 Options exercisable at 5.7 cents per share on or before 30 June 2009 and held directly by Mr Day.</p> |
| <b>Nature of change</b><br><small>Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back</small> | On-market trade                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

**Part 2 – Change of director's interests in contracts**

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

|                                                         |     |
|---------------------------------------------------------|-----|
| <b>Detail of contract</b>                               | N/A |
| <b>Nature of interest</b>                               |     |
| <b>Name of registered holder (if issued securities)</b> |     |

+ See chapter 19 for defined terms.

**Appendix 3Y**  
**Change of Director's Interest Notice**

---

|                                                                                                                                                                                             |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>Date of change</b>                                                                                                                                                                       |  |
| <b>No. and class of securities to which interest related prior to change</b><br><small>Note: Details are only required for a contract in relation to which the interest has changed</small> |  |
| <b>Interest acquired</b>                                                                                                                                                                    |  |
| <b>Interest disposed</b>                                                                                                                                                                    |  |
| <b>Value/Consideration</b><br><small>Note: If consideration is non-cash, provide details and an estimated valuation</small>                                                                 |  |
| <b>Interest after change</b>                                                                                                                                                                |  |

---

+ See chapter 19 for defined terms.