



28 July 2009

The Manager
Australian Stock Exchange Ltd
Level 4, 20 Bridge Street
SYDNEY NSW 6000

Dear Sir

PROFIT ANNOUNCEMENT

AdultShop.com Limited wishes to advise that it expects to record a net loss of \$619,000 from continuing operations and \$847,000 from total operations for the year ended 30 June 2009.

The expected loss is down from a net loss of \$2,577,000 from continuing and total operations for the year ended 30 June 2008.

The expected result is based on the Company's internal management accounts and is subject to audit by the Company's external auditors.

Yours faithfully

John Burness
Company Secretary
AdultShop.com Limited