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## ACQUISITION OF 'DRIVEMYCAR' DOMAIN

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Collaborate Corporation Limited (**Collaborate**) ASX: **CL8** is pleased to announce that its DriveMyCar Rentals division has successfully negotiated the purchase of the internet domain '[www.drivemycar.com.au](http://www.drivemycar.com.au)'. Following the purchase of the domain, the brand name for the business will change to 'DriveMyCar'.

The Directors consider that 'DriveMyCar' is a more effective brand name for the peer-to-peer car rental business and will increase the ability of customers to find the website online. It is recognised that 'DriveMyCar Rentals' is not the optimum brand for a disruptive internet business and that there is currently leakage of internet traffic. The Directors believe that the purchase of the new domain will resolve these issues.

Once technical testing has been completed the existing website will be launched on the [www.drivemycar.com.au](http://www.drivemycar.com.au) domain. The official launch of the website on the new domain will be announced via the DriveMyCar social media channels. Until the launch announcement, [www.drivemycarrentals.com.au](http://www.drivemycarrentals.com.au) is the primary domain for the business. In the future, traffic to the [www.drivemycarrentals.com.au](http://www.drivemycarrentals.com.au) domain will be re-directed to the new domain.

As a consequence of the change of domain, the commencement of the online advertising and PR campaigns will be delayed by 7 to 10 days to ensure that all expenditure is directed towards the preferred 'DriveMyCar' brand. While the delay is disappointing, the new, simpler brand has the potential to deliver a greater return on marketing investment.

### Authorised by:

**Chris Noone**  
**CEO and Director**  
**Collaborate Corporation Limited**