

Multi Channel Solutions Limited
and Controlled Entities
ABN 60 006 569 124

Dear Shareholder,

I am pleased to provide you with a copy of the Company's Annual Report for the year ended 30th June 2010 and to extend an invitation to you to attend the Annual General Meeting which will be held at our premises at unit 1, 2 Turbo Road, Kings Park 2148, on Wednesday 17th November 2010 at 2.30 pm.

Attached is the formal Notice of Annual General Meeting, Explanatory Notes relating to the various items on the agenda and a Proxy Form if you are unable to attend but would like to vote on any of the resolutions.

It also gives me pleasure to advise that Mr. Clay Moore, who heads our US operation based in Seekonk, Massachusetts will also be present at the meeting. This will be an opportunity for you to find out more about the US operation. As you know our Cat Litter product is now sold in 2 of the top 10 Food Retailers in America as well as in a major Pet Food Retailer. We are hopeful of securing more distribution in the near future.

We have attached for your information our most recent notifications to the ASX of major developments pertaining to the sale of our Cat Litter product in the USA.

If you have any questions you would like to put to the Board of Directors, please email them as indicated below to enable us to review and supply answers at the Annual General Meeting.

Please send Proxy Forms and any questions you have to the attention of our Company Secretary, Errol Graham, at our offices. Mail, fax and e-mail contact details are shown at the bottom of the Proxy Form.

This has been a challenging year. Projects involving the retail supermarket groups usually have a long time frame from initial submission to stock on shelf. It is rewarding to see results coming through now. I would like to thank you for your patience and support during the last year. Your Directors, management and staff have also been working very hard to continue the successful operations of Bronson Marketing in Australia. In this area too we are now witnessing a return to profitability.

We will continue to expand our product range and develop our business strategy for the group.



Desmond Smale
Chairman