



## **ASX ANNOUNCEMENT**

Monday, 27 June 2011

# **LITTLE TAKAS TO BE SHOWCASED IN MATERNITY PACKS**

## **Nappy samples distributed to select Melbourne hospitals**

EcoQuest (ASX: ECQ) has secured inclusion for its Little Takas nappies in an environmentally friendly sample box that will be issued to new mothers at select private Melbourne Hospitals.

Starting from July, Little Takas nappy samples will form part of Showcase's maternity sample boxes to be delivered to an estimated 17,000 new mums discharged from nine hospitals over the next 12 months.

"We are excited to be partnering with Showcase as it will assist us in getting Little Takas products in front of new mums and dads. There is an abundance of new parents that are eco-conscious yet are too time poor to search for sustainable products and this program overcomes this problem. The ease at which new parents will have access to Little Takas is a winning ingredient for us," EcoQuest Chairman, Sylvia Tulloch explained.

"We have every confidence that bringing our products closer to new parents will enable us to increase our customer number."

Showcase Advertising is expecting to increase the number of hospitals that participate in the sample box program by the end of the year.

### **About EcoQuest**

EcoQuest Limited (ASX: ECQ) is a globally focused clean technology business based in Perth, Western Australia, and is listed on the Australian Stock Exchange (ASX: ECQ) and traded on the German Third Market.

EcoQuest is focused on developing and applying the latest technologies to create products with improved environmental benefits, but still maintaining excellent consumer performance.

The main product in the EcoQuest range are the Little Takas 90% biodegradable nappies designed for composting, which combines all the performance benefits of current market leading nappies with additional benefits for babies and our environment.

EcoQuest nappies have been tested in accordance with ISO 14855-1:2005. At the conclusion of six months independent scientific testing, the nappies achieved 90% of the maximum theoretical value for biodegradation.

The Little Takas nappy range and Bamboo baby wipes are sold in Australia.

### **MEDIA CONTACTS:**

**Sylvia Tulloch**  
Chairman  
EcoQuest Limited  
(0405) 357 451

**Viv Hardy**  
CallidusPR  
(02) 9283 4114  
(0403) 569 177