



ECSIlimited

ABN 68 004 240 313

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Carlton, Victoria, 3053
Australia

3 May 2011

The board of ECSI Limited (ASX: ECS) are please to announce the appointment of 3 new directors effective today. The appointment of these individuals will strengthen the Company and help to achieve its objectives.

Wilton Yao, BA

Mr. Yao has been involved in business broking industry for more than 10 years and specialises in franchise recruitment and development. He has worked with a number of franchise firms to develop franchise businesses for both local and international markets. Mr. Yao has also been involved in managing several retail and franchise businesses for many years and has great experience and knowledge in management and marketing. Mr. Yao has strong connections with overseas investors, especially from mainland China and he has worked closely with Australian Government organisations and local companies to promote successful investment projects for Chinese investors. He served on the Board of one ASX listed company, and also provides consulting services to a number of ASX listed companies, focusing on project exploring and seeking investment funds from overseas investors.

Anthony Stephen Crimins, B Eng, M Eng, Grad Dip Marketing, MBA

Mr Crimins has extensive experience in management, business development and advising public companies. Mr Crimins has held various senior business development positions at Brambles, International Services System, Unisearch and Jatoil Limited and has held senior management roles at Newport Scientific and TCCS Pty Ltd. Mr Crimins has also assisted a number of public companies to successfully complete backdoor and front door listings while at Winningcorp Services Pty Ltd.

Andrew Du, B Bus

Mr Du has over 15 years experience in the retail sector having undertaken various roles. He has performed senior owner/manager roles within a number of businesses during that time. Mr Du has worked with Aus Decor since April 2010 and has been intimately involved in all aspects of the business' operations and development during that time.

The Board structure is now:

George Karafotias – Executive Chairman & CEO

Eric Jiang – non-executive Director

Jeffrey Tan – non-executive Director

Wilton Yao– non-executive Director

Anthony Stephen Crimins – non-executive Director

Andrew Du – non-executive Director

A handwritten signature in black ink, appearing to read 'G. Karafotias', with a stylized flourish at the end.

George Karafotias
Director