



Multi Channel Solutions Limited
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18th May 2011

The Manager
Company Announcements Office
Australian Stock Exchange Limited
10th Floor, 20 Bond Street
Sydney NSW 2000

Dear Sir/Madam

Wal-Mart orders delivered on time

The Board of Multi Channel Solutions Limited would like to notify shareholders that we have delivered all Wal-Mart's initial purchase orders in full and on time. It gives us even greater pleasure to advise that we are receiving significant repeat orders from Wal-Mart on a daily basis and have adequate stock on hand to meet these commitments. We have increased our production to meet anticipated future demand.

Our Desert's Sand Cat litter now sits proudly on Wal Mart shelves and is available for sale in over 2,500 Wal Mart outlets in America. Our innovative social media campaign has been launched and the magazine campaign is about to be launched. We are confident it will further drive sales and improve product awareness.

Our total retail distribution to Wal-Mart, Kroger, Fry's, Ralph's, Fred Meyer, Stop & Shop and Pet Food Experts now exceeds 5,500 stores

Des Smale
Chairman