



**Multi Channel Solutions Limited**  
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22nd March 2012

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

Dear Sir/Madam

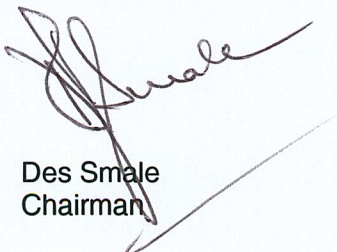
## **Lodgement of Patent**

Multi Channel Solutions Limited is pleased to announce that in association with KMI Zeolite Inc, we have lodged a provisional application with the US Patent and Trade Marks office, to protect our formulation to be used in our new Feline Favorite Cat Litter product. The full application is being finalized and will be lodged shortly.

KMI Zeolite Inc. is a Canadian Company registered to operate in Nevada, USA. KMI Zeolite Inc. is majority owned by Hillcrest Investments Ltd, also a Canadian company, with an extensive and impressive history stemming back to 1968. Hillcrest Investments Ltd. deals mainly in land development, construction, mining, energy and various other equity holdings of both private and publicly held companies. The majority of Hillcrest Investment's holdings are in Canada and the United States.

We have worked with KMI Zeolite Inc. to develop the formulation for our Cat Litter and both parties are firmly of the view that we have achieved a product that is outstanding in terms of total odour control and super fast clumping among other characteristics.

We are truly excited about the results of the research that has been jointly carried out, which confirms our view that every deficiency of our previous product has now been addressed and solved. Our confidence in the product is such that we will be registering a new Company in the USA, with equal share holding allocated to both, Multi Channel Solutions and KMI Zeolite Inc to hold the patent and protect our joint interests in the formulation.



Des Smale  
Chairman