

**Multi**   
**Channel**  
**Solutions**

**Multi Channel Solutions Limited**  
**ABN 60 006 569 124**  
**Unit 1, 2 Turbo Rd, Kings Park, NSW 2148**  
**Ph (02) 9672 8777 Fax (02) 9671 1808**

1<sup>st</sup> August 2012

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

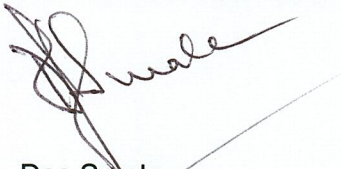
Dear Sir/Madam,

## **Entry into Canadian Market**

Multi Channel Solutions Limited is pleased to announce that its subsidiary in America, Home & Business Consumer Products LLC, has received opening orders for the supply of our Feline Favorite Cat Litter to the Atlantic Division of Sobeys Inc. Sobeys is a group of 1,150 stores located in Canada.

The Atlantic division comprises 150 stores and will be the first to receive our product. The stock is currently in transit to Canada. We anticipate the product will eventually be rolled out to other divisions in the group.

We are hopeful that Sobeys would represent a significant revenue stream in the future.



Des Smale  
Chairman