



Multi Channel Solutions Limited
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13th October 2010

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

Dear Sir/Madam

New Top 10 Customer - Cat Litter Sales

Multi Channel Solutions Limited is pleased to announce that its American subsidiary, Home & Business Consumer Products LLC, has made further progress in launching our Cat Litter product in the \$1.4 billion dollar Cat Litter market in America. It is particularly rewarding that we have now received acceptance and purchase orders from the No. 8 ranked Food Retailer in the US.

Mr. Des Smale, Managing Director of Multi Channel Solutions said that this is strong endorsement of the product by these major corporations. We have already carried out formal presentations to several accounts with further presentations taking place in the near future. Our current focus is initially on all of the top 10 Food Retailers in America. There is no doubt that we have an outstanding product and I am confident of significant distribution gains in the near future.

As with all supermarket business, we will now receive regular orders to stock shelves and fulfill customer demand.

Des Smale
Chairman