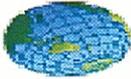


Multi 
Channel
Solutions

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

21st August 2012

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

Dear Sir/Madam,

Acceptance by Amazon

The Directors of Multi Channel Solutions Limited are very pleased to announce that Amazon.com has accepted two pack sizes of our Feline Favorite Cat Litter product for inclusion in their web based selling program. On line sales have now commenced. Our subsidiary in America, Home & Business Consumer Products LLC, has received opening orders for the supply of these items, which have now been delivered.

Listed below are links which will enable shareholders and investors to view the products on the Amazon.com site. You may click on the link below to access information about the products or alternatively you may need to copy and paste these links on to your web browser.

Feline Favorite 10 lb pack
<http://www.amazon.com/dp/B008HM3B9U>

Feline Favorite 30 lb pack
<http://www.amazon.com/dp/B008HM3BAE>



Des Smale
Chairman