

Multi Channel Solutions

Multi Channel Solutions Limited
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The Manager
Company Announcements Office
Australian Stock Exchange Limited
10th Floor, 20 Bond Street
SYDNEY NSW 2001

Dear Sir / Madam

EXECUTIVE APPOINTMENT AND MANAGEMENT CHANGES

Multi Channel Solutions Limited (ASX: MUT) is pleased to advise of the appointment of Denise Kovac as President of its USA operations.

Denise has over 20 years relevant experience in the US Direct Response Television (DRTV) industry, including 8 years experience at Fitness Quest USA and 8 years as President of Thane USA. Denise has been responsible for creating and managing some of the biggest DRTV hits of all time, particularly in the fitness category. Denise holds a Bachelor of Science in Business Administration and Accounting and an MBA.

As part of her employment contract, 3 million options to acquire ordinary fully paid shares will be issued to Denise. These options will expire on 30 October 2009 and will be issued on the same terms, conditions and performance vesting criteria as the current director options on issue.

In addition, to maximise the opportunities available to the Company in the USA, Mr Clive Barrett an executive director of the Company will be spending a considerable amount of his time in the USA over the next 12 months.

The Company also wishes to announce that Mr Mark Baker has relocated back to Australia and will be retained as a part time consultant to the Company.

Ongoing Discussions

In response to various market rumours, Multi Channel also wishes to confirm that it is in discussions with a number of USA based entities in relation to the joint distribution and marketing of selected products in the USA. The Company will keep the market informed of any material developments in relation to these discussions.