



Multi Channel Solutions Limited
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1st August 2012

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

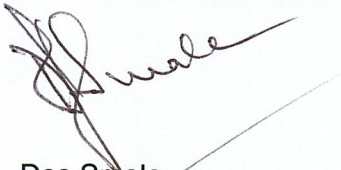
Dear Sir/Madam,

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