



ASX/MEDIA RELEASE

Thursday, 15 April 2010

LEADING EUROPEAN MARKETING EXECUTIVE APPOINTED TO BOARD OF ECOQUEST

A leading international marketing executive with vast experience throughout Europe has been appointed to the Board of EcoQuest, an Australian company on the verge of a worldwide launch of a 90% biodegradable nappy.

The Company announced today that Mr Stewart Pyrah has been appointed an Executive Director, and will immediately take up the position of Sales and Marketing Director.

And in another major appointment, EcoQuest also has announced that Mr Matthew Hiscox has joined the Company as Sales and Marketing Manager.

Mr Pyrah – who has been consulting to EcoQuest for five months - has significant international experience in fast moving consumer goods (FMCG) businesses and brands.

This includes senior executive roles with PZ Cussons (the makers of Imperial Leather, Morning Fresh); Boots The Chemist, one of the UK's largest pharmacy chains; and most recently Foster Grant, where he was Managing Director of its European operation, pre and post its recent NASDAQ IPO.

Based in the United Kingdom, Mr Pyrah was trained as a Brand Manager by Rowntree, (now part of Nestle) and helped grow iconic brands such as Polo in the UK, and Kit Kat and Aero in South Africa.

Mr Pyrah also has led brand pitches to major multiple retailers from London to Beijing and knows Health and Beauty markets internationally.

Mr Hiscox has more than 18 years experience in the sales and marketing industry, including the FMCG sector.

Most recently, he was a consultant for Cosmax Prestige Brands Australia, the nation's leading independent importer and distributor of prestige fragrances and cosmetics.

"The appointments of both Mr Pyrah and Mr Hiscox are timely as EcoQuest is only three months away from commercial production of its unique, environmentally-friendly range of nappies," EcoQuest Managing Director, Mr Michael Greenup, said today.

“Mr Pyrah’s extensive international sales and marketing experience are strongly complemented by Mr Hiscox’s widespread knowledge of the domestic FMCG market,” he said.

“They will be invaluable to the Company as we enter this exciting and challenging phase of our growth,” he said.

“In only five short months consulting with EcoQuest, Mr Pyrah has already proven himself to be a very important part of our team.”

Mr Pyrah said: “EcoQuest’s mission is to create a globally recognised brand of biodegradable, disposable personal care products based on proven and tested principles of sustainability.

“I look forward to assisting EcoQuest achieve that goal,” he said.

“I am a firm believer in brand success through planned differentiation and am confident that extensive market research by EcoQuest has indicated that consumers want environmentally sound products that do not compromise on performance and are willing to pay a premium for them.”

Mr Hiscox said: “I am excited about the many challenges that will come with this newly-created role.

“The global potential of EcoQuest is what attracted me to the Company in the first place, and I look forward to being part of the team that takes its world-leading products to the world stage.”

About EcoQuest

EcoQuest Limited (ECQ) is a globally focused clean technology business based in Perth Western Australia, listed on the Australian Stock Exchange (ASX ticker ECQ) and traded on the German Third Market.

EcoQuest is focused on developing and applying the latest technologies to create products with improved environmental benefits, but still maintaining excellent consumer performance.

The first product in the EcoQuest range is a 90% biodegradable nappy designed for composting, which combines all the performance benefits of current market leading nappies with additional benefits for babies and our environment.

EcoQuest nappies have been tested in accordance with Australian Standard AS4736-2006 Biodegradable Plastics. At the conclusion of six months independent scientific testing, the nappies achieved 90% of the maximum theoretical value for biodegradation.

A rigorous program of independent consumer testing of the new nappy with mothers and their babies has now also been completed, with strong results. It has already received strong interest from potential commercial customers throughout the world.

EcoQuest’s intellectual property is focused on non-woven disposable products, and products in planning include wipes and incontinence products.

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