



EcoQuest Limited
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LEADING NATIONAL BABY SPECIALTY RETAIL GROUP TO STOCK 90 PER CENT BIODEGRADABLE DISPOSABLE NAPPY RANGE

One of Australia's leading specialty baby store groups has agreed to stock a range of 90 per cent biodegradable disposable nappies and 100 per cent biodegradable wipes from clean technology company, EcoQuest Limited (ASX: ECQ).

In a major breakthrough into the lucrative baby/infant retail sector, EcoQuest announced today that *Baby Kingdom* outlets would commence retailing its *Little Takas* range of nappies and wipes from 4 October 2010.

The group operates five "super" stores in New South Wales, as well as a popular online shopping site at "www.babykingdom.com.au".

"Our ability to break into this speciality retail sector is yet another milestone for EcoQuest and follows the company's recent announcements regarding our products hitting the shelves of other major outlets," EcoQuest's Chairman, Ms Sylvia Tulloch, said today.

"It's a very lucrative sector, but just as importantly, it attracts a captive audience – mums and dads and other people specifically purchasing goods for their youngsters," she said.

"To have our *Little Takas* range of nappies and wipes on the shelves of all of the *Baby Kingdom* stores in New South Wales is a significant coup for our company."

Ms Tulloch said the latest agreement continued the growing national awareness and demand for EcoQuest products, which is set to increase as other retail outlets request to stock the *Little Takas* range.

Today's *Baby Kingdom* announcement follows a range of other significant announcements the Company has made over the past week, including that 109 supermarkets in three states will commence retailing EcoQuest's *Little Takas* range of biodegradable disposable nappies and wipes from 4 October 2010.

These include:

- **Progressive Supa IGA** in Western Australia. Eleven stores and is the largest Supa IGA group in WA.
- **Farmer Jacks Foodworks** in Western Australia, which include 20 Foodworks and Farmer Jacks stores.

- **Drakes Supermarkets** in South Australia and Queensland has 31 stores in SA and 12 stores in Qld, and is SA's largest independent supermarket group.
- **Romeos Retail Group** which has a chain of 21 supermarkets in South Australia, including 16 Foodland and five IGA supermarkets.
- The **Chapley Group** in SA, which owns seven Foodland supermarkets two of which are in the Top Five turnover stores in SA, and;
- The **Luke's Supa IGA Group** in Queensland which owns and operates seven supermarkets in the broader Sunshine Coast area.

About EcoQuest

EcoQuest Limited (ASX: ECQ) is a globally focused clean technology business based in Perth, Western Australia, and is listed on the Australian Securities Exchange (ASX: 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 per cent biodegradable disposable 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 per cent 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. Further products in planning include biodegradable disposal nappy sacks and incontinence products.

For more information about EcoQuest visit its corporate website at www.ecoquestltd.com.

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