

ASX/MEDIA RELEASE

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**COMPETITION SET TO INTENSIFY FOR NAPPY SALES DOLLAR
AS “LITTLE TAKAS” RANGE HITS SUPERMARKET SHELVES**

The formal launch in Sydney, Australia, today of the world’s first 90 per cent biodegradable disposable nappy is set to intensify competition on national supermarket shelves for baby hygiene products.

Australian clean tech company, Eco Quest Limited (ASX: ECQ) said today its environmentally-friendly *Little Takas* range of biodegradable disposable nappies will soon be available in more than 100 mainstream supermarkets throughout Australia.

Further, global consumers will be able to purchase the nappies on-line at “www.babykingdom.com.au” and on EcoQuest’s own dedicated website - <http://www.littletakas.com>.

This follows EcoQuest placing initial orders for the manufacture of three million of its *Little Takas* range of nappies

The formal launch – to be held at Baby Kingdom’s Alexandria store in New South Wales today – will feature former Australian swimming champion, Elka Whalan (nee Graham), who is the face of the *Little Takas* range.

“By the end of this week, our products will be on the shelves of supermarkets in four states across Australia, and we continue to negotiate with other supermarket and retail groups to expand our penetration of the national market,” EcoQuest Chairman, Ms Sylvia Tulloch, said today.

Today’s announcement follows a series of sales/marketing agreements achieved by EcoQuest in recent weeks, including:-

- The breakthrough into the mainstream supermarket shopping sector with more than 100 outlets taking the range of nappies and wipes;
- Increased penetration of the Queensland market via additional supermarket deals;
- Specialty *Baby Kingdom* chain of nursery stores agreeing to stock the *Little Takas* range, and;
- The signing of national retail distribution agreements for mainland Australia.

About EcoQuest

Eco Quest 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 or the new *Little Takas* web site at www.littletakas.com.

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