

**ASX/MEDIA RELEASE**

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**FRANKLINS SUPERMARKET CHAIN IN NSW TO STOCK  
ECOQUEST'S 90% BIODEGRADABLE DISPOSABLE NAPPY**

The burgeoning national retail penetration of clean technology company, EcoQuest Limited (ASX:ECQ), took a significant step forward today with the largest independent supermarket chain in New South Wales agreeing to stock its world-leading 90 per cent biodegradable disposable nappy.

EcoQuest announced today that the Franklins group will start selling the Company's *Little Takas* nappy range in its 80 stores throughout NSW from next Monday (13 December 2010).

The Company also announced today that the Supabarn chain of supermarkets in NSW and the Australian Capital Territory had also agreed to stock the highly-biodegradable disposable nappy products in its seven stores from the same date.

More than 330 retail outlets across Australia – including all Toys 'R' Us stores in the country - are now selling the *Little Takas* range of 90 per cent biodegradable disposable nappies and 100 per cent biodegradable baby wipes.

"Franklins is a household name in New South Wales, and today's announcement is further evidence of the increasing awareness and interest by the Australian retail sector of our industry-leading biodegradable disposable range of nappies," EcoQuest Chairman, Ms Sylvia Tulloch, said today.

"We could not have asked for a stronger introduction of our products into the national retail market since officially launching our *Little Takas* range only two months ago," she said.

"Word of mouth is quickly spreading about the quality and comfort of our 90 per cent biodegradable disposable nappies with many stockists now contacting us wanting to sell them in their outlets.

EcoQuest also revealed today:

- early sales results and inquiries to stock its products in Australia have been ahead of expectations, and;
- its nappy and baby wipes ranges are now available in every Australian state, as well as the ACT;

## **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](http://www.ecoquestltd.com).

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