



**EcoQuest Limited**  
ACN 104 037 372

## **ASX/MEDIA RELEASE**

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# **TOYS 'R' US TO BE FOCUS OF NATIONAL CAMPAIGN FOR WORLD-LEADING BIODEGRADABLE DISPOSABLE NAPPY**

The Australian arm of one of the world's leading toy store chains, *Toys 'R' Us*, is to play an integral role in the latest national promotional campaign by a world-leading biodegradable disposable nappy.

Clean technology company, EcoQuest Limited (ASX: ECQ), announced today it would embark on an Australia-wide sampling campaign of its popular *Little Takas* range in 30 *Toys 'R' Us* stores across each mainland state, and the Australian Capital Territory.

The Company's *Little Takas* nappies are 90 per cent biodegradable.

As part of the national promotional campaign, shoppers in all *Toys 'R' Us* stores around Australia will be given samples of *Little Takas* to try on their own infant, or a young child they might know – like their grandchild.

"I remember what it was like being a young mother - you want to ensure your little baby is as comfortable as possible," EcoQuest Chairman, Ms Sylvia Tulloch, said today.

"For parents of young children, there is no better way to find out more about a product you might be interested in, than by road-testing it for free," she said.

"Our *Little Takas* range is a relatively new product on the market that is attempting to take a bit of the market share away from the giants of the industry.

"We are more than confident that we match other disposable nappy suppliers in the market for keeping an infant comfortable and dry, but we also have the added advantage of having world-leading environmental credentials.

"Our market research indicates widespread and growing demand for our range of 90 per cent biodegradable disposable nappies, as well as strong interest by potential customers who want to sample the nappies."

As part of the national promotional campaign, five lucky mothers will win a years' supply of *Little Takas* nappies.

### **MEDIA CONTACTS:**

**Sylvia Tulloch**  
Chairman  
EcoQuest Limited  
(0405) 357 451

**Sean Whittington**  
Field Public Relations  
(08) 8234 9555  
(0412) 591 520

**EcoQuest Limited** – 1/66 Mill Point Road, South Perth W.A 6151 - PO Box 1221, South Perth W.A. 6951  
T: + 618 9277 7476 F: + 618 9277 7472 E: [admin@ecoquestlimited.com.au](mailto:admin@ecoquestlimited.com.au) W: [www.ecoquestlimited.com.au](http://www.ecoquestlimited.com.au)  
ABN - 98 104 037 372

## 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, called *Little Takas*, 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).