



ASX ANNOUNCEMENT

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ECOQUEST LAUNCHES ASIAN MARKET ENTRY IN HONG KONG

EcoQuest Limited (ASX: ECQ), the Australian clean technology company, has launched its Asian market entry with an order for its Little Takas biodegradable nappy range and bamboo baby wipes from the leading pan-Asian retailer Dairy Farm Group.

The Little Takas range will be sold in three different chains owned by the Group: *Three Sixty* (Hong Kong's largest organic and natural food store), *Marketplace* (a high end supermarket chain) and *Wellcome* (Hong Kong's longest established supermarket chain) across Hong Kong.

In addition, EcoQuest will be driving a demonstration program at the Group's highest-traffic stores and will participate in the Dairy Farm Group's popular baby expo.

This continues the company's global market entry following its entry into the United Kingdom (UK) market in May this year. Sylvia Tulloch, Chair of EcoQuest commented: "Our global go-to-market strategy is on track and we are escalating the entry of Little Takas across Asia and Europe with the recent appointment of our Global CEO Keith Herbert.

We are looking forward to working with the Dairy Farm Group to create a strong demand for our products in Hong Kong and expand into the rest of Asia."

The Little Takas products will be on sale in Three Sixty, Marketplace and *Wellcome* retail and online stores from 5 August 2011.

For more information on the Little Takas biodegradable nappy and baby wipes range please visit www.littletakas.com.

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About EcoQuest

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

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

The main product in the EcoQuest range are the Little Takas 90% biodegradable nappies 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 ISO 14855-1:2005. At the conclusion of six months independent scientific testing, the nappies achieved 90% of the maximum theoretical value for biodegradation.

The Little Takas nappy range and bamboo baby wipes are sold in Australia.

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

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