

Primark to Install Island Pacific Merchandising Solution in a multi-million £ deal

Major value retailer will support growth with comprehensive merchandising solution that is fully integrated to Island Pacific's best of breed planning solution

8th October 2012, London UK - Island Pacific (UK) Limited, (Island Pacific), a 100% owned subsidiary of 3Q Holdings Limited (ASX: TQH) announced today that it has signed a license agreement for Island Pacific Merchandising (IPMS) licenses with Primark, a European retailer, with over 240 locations in the United Kingdom, Ireland, Spain, Portugal, Germany, The Netherlands, Belgium and Austria. This follows the signing of the services engagement on 4 May 2012 which was announced to the market at that time. Together, the licences and implementation and other services amount to a multi-million pound deal for 3Q, again demonstrating the value that major enterprises place on the Company's leading software solutions.

IPMS is the flagship product in the Island Pacific suite of products that provides a comprehensive merchandising solution that is integrated to the already in use Island Pacific Planning solution at Primark. The total solution includes product management, purchase order management along with merchandise planning and key item planning, as well as, Island Pacific Assortment Manager incorporating assortment planning, option planning and store grading.

"Having already collaborated with Primark on the successful implementation of Island Pacific Planning and Assortment Manager where significant benefits have already been realized, we are delighted to be partnering closely with Primark on the next phase of this important project. The comprehensive Island Pacific Merchandising Solution will add new feature and function that will provide increased visibility and access to important information enabling key metrics to be reached in a timely and efficient manner." said Mike Dotson, Vice President, Global Sales, Island Pacific.

Island Pacific continues to develop and deploy high value and innovative software solutions that enable retailers to manage their operations and to understand, create, manage and fulfil consumer demand. These operations include, point-of-sale, full mobile offering, customer relationship management, vendor relationship management, multi-channel, planning, replenishment, allocation, and event planning.

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About Primark

Established in 1969, Primark, a retail group in the value sector, operates a total of 246 stores in eight countries - Republic of Ireland (where it trades under the Penneys brand), The UK, Spain, The Netherlands, Portugal, Germany, Belgium and Austria. There are 38 Penneys stores in the Republic of Ireland. Primark employs over 41,000 including 4700 in the Republic of Ireland. Primark is a subsidiary of Associated British Foods plc.

About Island Pacific

Island Pacific is a global leader in retail merchandising and store operations software solutions. For 30 years, Island Pacific has been a thought leader in retail software solutions, and has developed a reputation for delivering high-quality, high-reliability software to the retail industry. As a result, Island Pacific is a leading resource for scalable, flexible and affordable solutions for retailers around the world.

Island Pacific, a division of 3Q Holdings Limited (www.threeq.com.au) was founded in 1978. The company is headquartered in Irvine, California, and has offices in the United States, the United Kingdom, Australia and New Zealand.