17310 Red Hill Avenue
Suite 320
Irvine, CA 92614
Tel: +1.949.476.2212
Fax: +1.949.476.0177
www.islandpacific.com

FOR IMMEDIATE RELEASE

Island Pacific Launches Island Pacific Direct at NRF

—New module provides platform for multi-channel operations—

Irvine, CA – January 11, 2010 – Island Pacific, a division of 3Q Holdings (ASX: TQH), announced that it will launch Island Pacific Direct, January 11-12, 2010 at the National Retail Federation (NRF) 99th Annual Convention and Expo at Jacob Javits Convention Center in New York City.

Island Pacific Direct provides a solid platform for the growth of multi-channel operations with the functionality and flexibility needed to better serve customers across multiple channel touch points.

Whether selling through a catalog, website or a physical location, success is dependent upon the right product display, comprehensive customer data capture, and effective order processing and optimum customer service. By making the most of technological advances, Direct results in better and faster customer interactions.

Automated Contact Management

Features of Automated Contact Management include the generation of automatic promotional contact sequences, the running of simultaneous multiple promotional campaigns and the ability to compare success rates of for different campaigns, materials, contact sequences and schedules.

Marketing and Circulation Management

Direct provides marketing tools to manage help retailers capture customer names, discover purchasing preferences and provide an enhanced shopping experience. Customer names can be compiled from multiple sources, and management of customer information is easy.

Customer Service and Order Processing

Powerful reporting capabilities and intuitive design help customer service management quickly spot problem orders and products. Direct reduces errors with sophisticated auditing and analysis functions.

Fulfillment and Shipping

The fulfillment system allows retailers to keep overhead and costs-per-order to a minimum. Orders can be allocated according to a variety of priorities, ensuring that customers receive the service they expect in today's competitive environment.

Demand Forecasting

Direct offers powerful demand forecasting capabilities that help retailers control costs by improving cash management, reducing backorders, increasing fill rates and optimizing inventories. Extensive capability is provided for forecasting inventory requirements across multiple offers and channels.

Customer-Centric Order Entry

Complete customer information, including lifetime purchase history, previous ship-to's and specific product preferences is always available to enhance customer relations. Features such as multiple ship-to locations, multiple payment options, real-time stock availability and detailed product information including up-sell and cross-sell messaging make the customer experience.

Seamless Integration

Direct is fully integrated into the overall Island Pacific platform, creating a powerful solution for managing a multi-channel business. From planning through product information management, pricing, purchasing, inventory management, point-of-sale, order capture, order management, fulfillment, customer service and analytics.

Supplier Portal

Supplier Portal provides a portal where retailers and their vendors can communicate quickly and efficiently concerning order management returns and invoicing. With Supplier Portal and Island Pacific Merchandising, order management has never been easier for the buyer. Suppliers find Supplier Portal easy to use as it allows accurate and timely payments,, reduces order queries, and minimizes both delivery and invoicing issues.

Jay Fisher, Island Pacific's Chief Technology Officer, said, ""Our customers now have the ability to operate a multi-channel business with one integrated solution. Island Pacific Direct brings to the consumer direct channel the same robust functionality and low cost of ownership they've come to expect from Island Pacific."

To see these solutions, visit Island Pacific at the National Retail Federation (NRF) 99th Annual Convention and Expo at Jacob Javits Convention Center in New York City, January 11-12, 2010 in Booth #2343.

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.

# # #

Contact:

Jim Phillips
Island Pacific
949-476-2212
Email: info@islandpacific.com
www.islandpacific.com