

FOR IMMEDIATE RELEASE

Primark to Install Island Pacific Planning Solution

-Major value retailer will support growth with comprehensive planning solution-

Irvine, CA November 5, 2009 -- Island Pacific Systems, Inc. (Island Pacific), a 100% owned subsidiary of 3Q Holdings Limited (ASX: TQH) announced today that it recently signed an agreement for Island Pacific Planning licenses and services with Primark, a European retailer with over 190 locations in the United Kingdom, Ireland, Spain, Portugal, Germany, The Netherlands, and Belgium.

Island Pacific Planning is the cornerstone of Island Pacific's Assortment Management solution and consists of Merchandise Planning (incorporating Price Points and Category Mix Analysis and Key Item Planning), Store Planning (incorporating Store Clustering and Grading) and Assortment Planning.

The Island Pacific Planning solution will be interfaced to Primark's existing systems and will allow Primark to efficiently and accurately plan across all levels of their retail business

"Primark's business is based on high volume, low cost, with massive levels of stock constantly moving through their supply chain. Not only is our solution robust, efficient and simple to use, but it will allow Primark to be more reactive to meet the demands of their ever changing and expanding business. We believe it will provide the Buying and Merchandising teams with an effective set of tools that will support the growth of the business through more efficient and timely planning, monitoring and forecasting and significantly reduce manual input" said Mike Dotson, Vice President of Global Sales for Island Pacific

Island Pacific continues to develop and deploy high value and innovative software solutions that enable retailers to manage the entire scope of their operations and to understand, create, manage and fulfill consumer demand. These operations include point-of-sale, customer relationship management, vendor relationship management, merchandising, demand forecasting, planning, replenishment, allocation, and event planning.

About Primark

Primark is a retail group in the value sector and operates a total of 191 stores in Ireland (where it trades under the Penneys brand), The Netherlands, Spain, Portugal, Germany and the UK. Primark employs in excess of 28,500 people. In GB, in terms of market share in the 24 weeks up to 21st June 2009, TNS ranks Primark as GB's largest *clothing retailer by volume*. Verdict Research now places Primark as the leading retailer in value clothing and Primark was recently voted 'Best Budget Store on the High Street' by GMTV viewers.

Primark is successful because it offers:

- Super-competitive prices (the result of technology, efficient distribution, supply and volume buying)
- Mainstream market product quality
- High Street locations
- Superior store fit
- Clear focus on the target market.

Primark targets young, fashion-conscious under 35's, offering high quality commercial fashion at value for money prices. Almost half of sales are in Womenswear. A quarter of sales are dedicated to Menswear and Childrenswear, with other items constituting the remaining sales.

Primark is a subsidiary of Associated British Foods. Associated British Foods is a diversified international food, ingredients and retail group with global sales of £8.2bn, and 96,000 employees in 44 countries.

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.

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