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## FOR IMMEDIATE RELEASE

### Island Pacific Expands Presence in Asia

*- AdvanceRetail operation expands through establishment of subsidiary in Malaysia-*

Irvine, CA – April 29, 2010 - Island Pacific, a 100% owned subsidiary of 3Q Holdings Limited (ASX: TQH) announced today the expansion of the company's AdvanceRetail operation through the establishment of a wholly owned subsidiary in Malaysia.

AdvanceRetail Technology Asia takes over the customers, staff and operations of a business partner previously operating in Malaysia, and is providing an increased level of support to resellers operating within the region.

The move follows the signing of a number of new resellers across the region, including in Hong Kong, Macau, Korea and Malaysia. Commenting on the establishment of the new company, AdvanceRetail C.E.O. Mark McGeachen noted, "Malaysia has been a successful long term market for AdvanceRetail, with hundreds of POS counters throughout the country running our software. Opening a wholly-owned branch office in Malaysia will increase the level of support we provide to our existing clients, as well as allowing us to introduce other products from the Island Pacific family into the Malaysian market. The establishment of this office will assist with our continued expansion in Asia, as well as providing support to our business partners in the region".

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 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](http://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, New Zealand and Malaysia.

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