
Denim Enterprises Selects AdvanceRetail for Company-wide Rollout in Australia and New Zealand

- AdvanceRetail POS system to be installed across all Denim Enterprises' company stores (G-Star Concept Stores) in Australia and New Zealand
 - Solution to be integrated with AdvanceReports Business Intelligence, AdvanceCard gift card and Island Pacific Merchandise Planning system, all part of the 3Q Holdings product suite
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Monday 7 September 2009: The Board of 3Q Holdings Limited (ASX: TQH) today announced that Denim Enterprises Pty Ltd has selected AdvanceRetail as its point of sale solution, for installation throughout the company's Australian and New Zealand stores.

The AdvanceRetail point of sale (POS) system is a key product in the 3Q Holdings Group's retail solutions portfolio. In parallel with the new POS system implementation, Denim Enterprises will implement the AdvanceReports Business Intelligence solution (providing detailed management information reports on key aspects of the business operation), the AdvanceCard Gift Card solution and the Island Pacific Merchandise Planning solution. These solutions are fully integrated with AdvanceRetail POS, and the total system will be rolled out to all company stores over the next 2 months.

Denim Enterprises is headquartered in Melbourne and operates the G-Star Concept Stores throughout Australia and New Zealand. From its conception in 1989, G-Star (Amsterdam) has been known for its innovative and cutting edge style in the world of denim & luxury street wear.

G-Star (Amsterdam) is well known as a global retailer and the raw characteristics of the brand allows G-Star to maintain its distinct and unorthodox style.

Commenting on the implementation, AdvanceRetail CEO Mark McGeachen said, "It is exciting to be associated with such an iconic brand in such a crucial aspect of their operations. Denim Enterprises Australia has several of the top 10 G-Star stores worldwide in terms of retail sales, demonstrating its ability to develop and grow. We look forward to a long and successful partnership with Denim Enterprises as the organisation continues its expansion."

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About 3Q Holdings

3Q Holdings Limited (ASX: TQH) has been listed on the ASX in its current form since 28 December 2005. It originally acquired 100% of QQQ Systems, a software company that provides software applications to the retail industry in Australia and New Zealand – with both point of sale (POS) and head office solutions into a wide range of retail clients operating in the fashion, electronics, furniture, general merchandise and discount variety industries.

In March 2006 the company acquired the San Diego based Applied Retail Solutions business (ARS). ARS has been providing software and services to mid-sized and large retailers in the United States since 1987. Its core product "OnePointe" provides a Post to Host solution in market segments such as apparel, footwear, entertainment, discount and variety, giving TQH an excellent entry into the US retail software and services market.

New Zealand based AdvanceRetail Technology was acquired by TQH in March 2007, and is a leading retail solutions provider with offices in Auckland, Sydney and Brisbane and representation in Malaysia, China and Singapore – giving it a high quality customer base in Australia, New Zealand and Asia. The company has a range of strategic alliances through which the Company takes its products and services to market, including industry leaders that include SAP, Microsoft and IBM.

In December 2007 the company acquired Island Pacific, which provides access to market leading retail merchandising, store operations, CRM, and multi-channel software solutions internationally. With offices in the United States and the United Kingdom, TQH not only has better access to those markets, but has the advantage of a springboard into the broader European markets. Island Pacific was founded in 1978 and has developed a reputation for delivering high-quality, high-reliability software to the retail industry. The company is headquartered in Irvine, California.