

SSA Public Relations NEWS RELEASE

Thane Direct And John Abdo Re-Team For Record-Breaking Infomercial - **ABDOER TWIST™**

The Global Direct Response Powerhouse And Fitness Hall Of Fame Inventor
Sold Millions Of **ABDOERS** In Over 80 Countries In The 90's –
Now They've Reteamed And Are Breaking Records with a New **TWIST**

For Immediate Release

Los Angeles (January 19, 2010) – Thane Direct and inventor John Abdo are back together with a groundbreaking new twist to the venerable **AbDoer** – the **AbDoer Twist™**.

The worldwide rollout of the **AbDoer Twist** has begun and is scheduled to reach every region of the world, from the US to Europe, Latin America to Asia, the Pacific Rim to the Middle East. Sales are projected to be even greater than the original version, partly due to the exponential growth of the company's worldwide distribution network over the last decade.

At the center of the **AbDoer Twist** campaign is a half-hour infomercial that is being hailed by the industry as one of the most compelling direct response television programs of the past ten years. Hosted by Olympic Gold Medal swimmer, Summer Sanders, the show was produced and directed by Paul Greenberg, Thane Direct's Chief Creative Officer. Filmed in High Definition and with a production schedule that covered over 35,000 miles, the **AbDoer Twist** show was shot in seven countries around the world. Iconic locations included Red Square, the Eiffel Tower, the Sydney Opera House and the Great Wall of China.

"Our multi award-winning team has crafted an entertaining program that has it all – strong production values, exotic locales, compelling demonstrations, incredible body-makeover transformations and a very powerful call to action. John Abdo was phenomenal to work with, and his passion for the product is evident in every frame," said Greenberg.

The **AbDoer Twist** presents an entirely new experience in body-shaping and fat reduction in a simple-to-use, easy-to-store exercise machine that's unique, versatile, fun and productive. Through its exclusive **Torsion Flex** technology, the **AbDoer Twist** targets all sides of the midsection, including abdominals and obliques and mid-to-lower back region.

(more)

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The ***AbDoer Twist*** builds lean muscle mass, tightens the core and aerobically scorches away calories all at the same time, multiplying results and dramatically reducing workout time. The new twisting action also engages the lower body to sculpt legs, buns and thighs, all from a comfortable seated position. In just minutes the ***AbDoer Twist*** delivers a total body workout in the comfort of one's own home.

AbDOer Twist inventor John Abdo is regarded world wide as an authority on life motivation, health, fitness and athletic conditioning. As a former Olympic trainer, Abdo has trained numerous Olympic and World-Class athletes. Recently inducted into the National Fitness Hall of Fame, John ranks among one of the most visible motivational educators for legions of athletes, fitness enthusiasts and coaches nationwide. As a highly demanded editorial consultant, John is a regular contributor to such popular magazines as Men's Health, Details, Outside, Women's World, and Muscle & Fitness.

About Thane Direct

Thane was established 20 years ago and has grown to be the leading developer and distributor of infomercial products with fully integrated operations in the USA, Canada, Scandinavia, Mexico, The UK, Germany, Australia and The Middle East. The company's resources include distribution channels in more than 150 countries, nine 24 hour shopping channels and seventeen retail web sites. With over 4 billion dollars in sales, Thane Direct's unprecedented and growing presence in international television, print media, mail order and retail in the world's biggest consumer markets is unrivalled.

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