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## THANE PROMOTES DANIELA TODOROVIC TO THE POSITION OF PRESIDENT OF ITS SUBSIDIARY IN CHARGE OF INTERNATIONAL WHOLESALE AND LIVE SHOPPING BUSINESS

### Long-Time Thane Senior Executive Takes Helm Of Thane Direct Company Reporting To CEO Amir Tukulj

#### FOR IMMEDIATE RELEASE:

TORONTO, CANADA (October 10, 2007) – Thane Direct Company, a wholly-owned subsidiary of Thane Direct, has promoted Daniela Todorovic to the position of President, effective immediately it was announced today by Amir Tukulj, CEO. Todorovic, who is based in Thane Direct's Toronto headquarters, previously served as Vice President of Sales, where she was responsible for the company's wholesale business in Europe and parts of Latin America and live home shopping activities in Europe and USA. She has also played a pivotal role in Thane Direct's overseas expansion as an active member of the company's new business development team.

In her new role as President, Todorovic will direct and oversee international sales to the Company's third party distributors and live shopping channels worldwide. She will report directly to Thane CEO Amir Tukulj. Todorovic originally joined Thane Direct in 1998 as Director of Latin American sales, bringing with her well over a decade of experience in direct response.

“Since Daniela joined Thane Direct in 1998, she has served with distinction and dedication. Her invaluable contributions to Thane play a key role in the continuing leadership of our company in all areas of direct response. Through her exceptional relationship skills, Daniela has brought numerous opportunities for Thane to expand its business. She has always operated under her own motto that ‘discipline & persistence will lead you to success.’ I look forward to working alongside Daniela and benefiting from her unique expertise and creativity as she assumes her new leadership role with the company,” said Tukulj.

#### **About Thane Direct**

Headquartered in Toronto, Thane Direct is a global leader in the multi-channel direct marketing of consumer products in the fitness, health & beauty and house wares product categories. Thane Direct's distribution network spans the globe in 100 countries through its group of owned and operated shopping channels across the world's most prominent markets, as well as corporate subsidiaries, strategic partners and distributors. All marketing channels are maximized which include direct response TV, home shopping networks, catalogs, retail, print advertising, credit card inserts, and the Internet. Thane develops and acquires products and distribution rights, arranges low-cost manufacturing, and then markets its products through its various distribution channels.

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