

THANE DIRECT SCORES NEWEST INTERNATIONAL DRTV HIT WITH

Derma Seta™ Spa Treatment

*Launched In June, Thane's Latest Infomercial Campaign
Expands Across Major International Markets*

FOR IMMEDIATE RELEASE:

TORONTO (AUGUST 4, 2010) – THANE DIRECT HAS BEGUN INTERNATIONAL ROLL-OUT OF THE GLOBAL DRTV COMPANY'S NEWEST HIT PRODUCT, ***Derma Seta Spa Treatment***, IT WAS ANNOUNCED BY DANIELA TODOROVIC, PRESIDENT OF INTERNATIONAL SALES. LAUNCHED IN JUNE, *Derma Seta* ACHIEVED IMPRESSIVE EARLY RESULTS, PROMPTING EXPANSION OF THE HANDHELD MINI SPA INTO ALL KEY INTERNATIONAL TERRITORIES.

A PROFESSIONAL SKIN TREATMENT SYSTEM IN THE PALM OF YOUR HANDS, *Derma Seta Spa* NOT ONLY HELPS REMOVE HAIR EFFECTIVELY AND PAINLESSLY, BUT ALSO EXFOLIATES TO GIVE SKIN A BEAUTIFUL, RADIANT LOOK. PROVIDING ALL THE BENEFITS OF MANY SPA TREATMENTS WITHOUT THE EXPENSIVE SPA PROCESS, *Derma Seta* UTILIZES DERMA CRYSTAL PADS THAT ROTATE 550 TIMES PER MINUTE, PAINLESSLY REMOVING UNWANTED HAIR WHILE ALSO POLISHING, EXFOLIATING AND BUFFERING SKIN. THE PERFECT ALTERNATIVE TO PAINFUL WAXING OR EXPENSIVE LASER HAIR REMOVAL TREATMENTS, *Derma Seta* COMES WITH A VERSATILE SET OF ATTACHMENTS FOR SAFE USE ON ALL PARTS OF THE BODY.

THANE DIRECT HAS TARGETED ALL MAIN CHANNELS OF DISTRIBUTION FOR *Derma Seta Spa Treatment*, INCLUDING DIRECT RESPONSE TELEVISION, HOME SHOPPING, PRINT AND RETAIL – INCLUDING THANE'S RECENTLY ESTABLISHED OWNED AND OPERATED RETAIL LOCATIONS.

"FURTHER EXPANDING OUR SUCCESSFUL LINES OF ACCLAIMED BEAUTY PRODUCTS THAT HAVE SOLD INTO THE TENS OF MILLIONS OF UNITS, *Derma Seta* IS AN EXCEPTIONAL PRODUCT BACKED BY THANE'S POWERFUL FULLY-INTEGRATED MARKETING OPERATIONS. THE RESULT IS OUR COMPANY'S NEWEST DIRECT RESPONSE HIT, AND A PRODUCT THAT APPEARS DESTINED TO RANK WITH OTHER LEADING GLOBAL THANE BRANDS," SAID TODOROVIC.

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 PRODUCT SALES EXCEEDING 4 BILLION DOLLARS, 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.

#

CONTACT: SSA PUBLIC RELATIONS
STEVE SYATT (818) 907-5929 [SSYATT@SSAPR.COM](mailto:ssyatt@ssapr.com)