

THANE DIRECT CONTINUES ITS STRING OF INFOMERCIAL HITS
IN LATIN AMERICA

Thane Direct Racks Up Three Successes In A Row – ***Tobi, H20 Mop*** And
Sweep ‘N Mop – Underscoring Company’s Unparalleled
Latin American Prowess

TORONTO, CANADA – Thane Direct, which recently bowed ***MEDIA LATINO SOURCE***, the company’s first-ever wholly-owned Latin American media agency, continues to serve as a region heavy-hitter having scored three infomercial hits in a row with ***Tobi, H20 Mop*** and ***Sweep ‘N Mop***.

Managing the campaigns for all three products are Thane Direct Lori Cohen and Daniela Todorovic.

SWEEP N MOP is lightweight, super absorbent, sweeps dirt away and perfect for all kind s of floors including tiles, vinyl, linoleum and hardwood floors. The ***H20 MOP*** is designed to thoroughly clean floor surfaces, such as marble, ceramic, stone, linoleum, sealed hardwood floor and parquet. ***TOBI STEAMER*** is the first and only professional upright and portable wrinkle removing machine that removes wrinkles from clothes right while they are on the hangers.

Fully committed to the Latin American market, Thane Direct recently was honored by The Electronic Retailing Association (ERA) with the 2007 Latino Award of Excellence. Marking the third consecutive year in which Thane Direct has won the prestigious award, the Latino Award of Excellence is bestowed by the Latin America/US Hispanic Council of the ERA for recognition of Best Services from Product Suppliers.

Thane Direct is among the top tier of global electronic direct response marketing organizations. Headquartered in Toronto, the company's operations include owned and operated television home shopping channels, owned or controlled distribution platforms and established relationships with over 300 trading partners across 100 countries worldwide, totaling over \$60 million dollars of Company controlled direct response television media assets worldwide.

For more information about Thane Direct's turn key distribution, contact Cathy Chung at (416) 621-3700

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