

THANE DIRECT CELEBRATES SECOND ANNIVERSARY OF  
REPRESENTING GLOBAL DISTRIBUTION OF *MAGIC BULLET*  
WITH ADDED TERRITORIES AND CONTINUED MASSIVE SALES

FOR IMMEDIATE RELEASE:

TORONTO, CANADA – June 2007 marks the second anniversary since leading global direct response marketer **Thane Direct** launched the worldwide hit brand *MAGIC BULLET*, the ubiquitous countertop kitchen appliance that created the ‘personal blender’ category, on behalf of Los Angeles-based client Homeland Housewares.

Thane heads into its third year representing the *MAGIC BULLET*, the world’s best-selling kitchen appliance with over 250 million in gross sales in just 25 months on the market. After initially launching the *MAGIC BULLET* in such key markets as Canadian television, the UK, Germany and Scandinavia, Thane has added the *MAGIC BULLET* across key Asian, Latin American and Middle East territories.

An entirely new concept in labor-saving devices, the patented *MAGIC BULLET* is unlike the bulky blenders and unwieldy food processors that most consumers only pull out of storage for specific recipes and special occasions. Versatile and easy to use, the *MAGIC BULLET* saves time because it does almost any job in the kitchen in ten seconds or less. The secret to the *MAGIC BULLET*’s time-saving efficiency is the specially designed blade and unique bullet-shaped design that automatically circulates food back into the cyclonic cutting zone with so much force and speed that it can do virtually any job in 10 seconds or less.

“After achieving outstanding sales in the U.S., we wanted to bring the *MAGIC BULLET* to the international marketplace with a leading company specializing in international direct marketing and retail distribution and who is willing to work with us to aggressively protect the intellectual property rights of the products it sells,” said Homeland Housewares CEO Lenny Sands, whose company is the marketing force behind such DR powerhouse products as **6 Week Body Makeover, Smart Technique and Slim Line Power Strider**. “Thane Direct has built its business by building the international sales of its clients to record levels – and they have achieved this once again with the *MAGIC BULLET* internationally.”

(more)

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“We’re extremely delighted by the ongoing success of *MAGIC BULLET* across the global marketplace. Our objective is to not only build towards a product’s initial

success, but to maintain a large level of success for the longest possible term. We look forward to continuing our successful marketing efforts with **MAGIC BULLET** for a long time to come,” said Amir Tukulj, President of Thane Direct.

To learn more about Thane Direct’s powerful international distribution operations, product owners are invited to contact Cathy Chung at (416) 621-3700 or email [cathy@thanedirect.ca](mailto:cathy@thanedirect.ca)

### **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.

### **About Homeland Housewares**

Formed by founding partners Lenny Sands, Jeff Clifford and Brady Caverly, in conjunction with veteran product developer, marketer and on-camera host talent, Mick Hastie, Homeland Housewares – a division of Alchemy Worldwide, LLC – is a developer, manufacturer, marketer and distributor of innovative houseware products designed to make life easier at home. The wildly popular **MAGIC BULLET** is the company’s first major product launch.

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