

SSA Public Relations NEWS RELEASE

THANE DIRECT SELLS BACK CERTAIN MAGIC BULLET® DISTRIBUTION RIGHTS TO HOMELAND HOUSEWARES

In The Sale, Thane Direct Retains Rights To Distribute **Magic Bullet®**
In The UK, Scandinavia, Australia, and New Zealand

FOR IMMEDIATE RELEASE:

TORONTO, CANADA (September 26, 2007) – After three years of great success in distributing the **Magic Bullet®** in international markets by direct response marketing and at retail, Thane Direct, Inc. has sold back to the product’s owner, for a substantial sum, the right to distribute the product in certain territories that previously were held by Thane Direct, Inc.

As part of Thane Direct, Inc.’s agreement with Homeland Housewares LLC, Thane Direct, Inc. will be retaining exclusive rights to **Magic Bullet®** in Scandinavia, Australia, and New Zealand as well as non-exclusive rights in the UK and Ireland.

“For three years, Thane Direct has enjoyed a period of outstanding international representation of **Magic Bullet®** in countries around the world, during which time we have generated significant revenues for our own company and the owner of the product, Homeland Housewares, LLC. We are pleased to be continuing our representation of this product in the UK, Ireland, Scandinavia, Australia, and New Zealand, and our successful association with the product’s owner,” said Amir Tukulj, CEO of Thane Direct, Inc.

For other international territories (other than the UK, Ireland, Scandinavia, Australia, and New Zealand) in which Thane Direct, Inc. had rights to **Magic Bullet®** prior to this new agreement, Thane Direct, Inc.’s distributors will have a transition period in which they still may purchase the product from Thane Direct, Inc. in those territories.

About Thane Direct

Thane was established 18 years ago and has grown to be the leading distributor of infomercial products outside of the United States with fully integrated operations in Canada, Scandinavia, The UK, Germany, Australia and The Middle East. The company’s resources include distribution channels in more than 80 countries, nine 24 hour shopping channels and seventeen retail web sites. Thane Direct’s unprecedented and growing presence in International television and print media, mail order and retail in the world’s biggest consumer markets is unrivalled.

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