

# SSA Public Relations      NEWS RELEASE

## Thane Direct Establishes **MejorCompraTV** – A Full-Service Direct Response Television Distribution Company Serving Mexico

*Respected DRTV Executive Julen Garritz Named Managing Director Of New Thane  
Direct Subsidiary*

### FOR IMMEDIATE RELEASE:

Toronto/Mexico City (March 24, 2009) – In a move that further solidifies its global leadership role in Direct Response Television (DRTV), direct marketing powerhouse **Thane Direct** has launched **MejorCompr TV** (Better Buy TV), the company's full-service distribution subsidiary serving Mexico and has named respected DRTV executive Julen Garritz as Managing Director of the new Thane operation, it was today announced by Daniela Todorovic, President of Thane Direct.

Based in Mexico City, Garritz will report to the company's Toronto headquarters.

Mejor Compra TV will make its official debut in early April of 2009.

Established to represent the DRTV and retail distribution of Thane Direct's expansive portfolio of high-profile DRTV products as well as infomercial brands from Thane's extensive line-up of blue chip product owner clients, MejorCompraTV will utilize its unparalleled media position to oversee short and long form DRTV campaigns of Thane and third-party clients across all cable and broadcast channels throughout Mexico, including such broadcasters as ESPN, FOX, Sony, E! Entertainment, Universal, Hallmark, A&E Mundo, and History Channel.

MejorCompraTV's in-market campaigns will be supported by Media Latino Source, Inc. (MLS), the successful Thane-owned and operated media agency that specializes in the region's media buying headed up by company President Diana Dueñas.

"As the sister company to MejorCompraTV in Mexico, Media Latino Source looks forward to joining forces with this exciting new Thane company and bringing the highest quality DRTV products to consumers across Mexico. The addition of MejorCompraTV further reinforces MLS's strong media presence within this important region," said Dueñas.

(more)

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In addition to handling all areas of DRTV and retail distribution, MejorCompraTV will also manage teleservices and product fulfillment in Mexico.

“I am extremely pleased to join Thane Direct and its team of exceptional direct response professionals. I have observed Thane’s industry ground breaking activities throughout the international marketplace and look forward to being part of the company’s efforts here in Mexico,” said Garritz

As Mexico ranks as the world’s 11<sup>th</sup> largest economy, the addition of MejorCompraTV furthers Thane’s already dominant global distribution platform. At the same time, the establishment of MejorCompraTV further underscores Thane Direct’s historic commitment to Mexico and Latin America - a corporate regional focus which began with the formation of our company’s international operations over a decade ago. We regard Mexico as a vital market located in our own backyard, an exciting and constantly growing market for DRTV. We look forward to increasing our opportunities through MejorCompraTV and working with Julen Garritz, a direct marketing executive whose distinguished career and track record of success has earned him recognition throughout the market ,” said Todorovic.

Mejor Compra TV is located on the Internet at [www.mejorcompratv.com](http://www.mejorcompratv.com).

#### **About Thane Direct**

Thane was established 18 years ago and has grown to be the leading distributor of infomercial products with fully integrated operations in the USA, Canada, Scandinavia, The UK, Germany, Australia, the Middle East and now Mexico. The company’s resources include numerous distribution channels in more than 100 countries, nine 24 hour shopping channels, seventeen retail web sites and almost 300 long standing trading partners throughout the world. Thane’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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