

SSA Public Relations NEWS RELEASE

THANE DIRECT CONTINUES TO WRITE THE **ORBITREK** SUCCESS STORY WITH THE GLOBAL LAUNCH OF **ORBITREK ELITE** ELLIPTICAL EXERCISE TRAINER FITNESS SYSTEM

Celebrated Olympic Champion **Mark Spitz** Endorses The All-New State-Of-The-Art Personal Fitness Machine In Thane Direct's New **Orbitrek Elite** Half-Hour Program

FOR IMMEDIATE RELEASE:

TORONTO – Global direct response leader **Thane Direct** has launched the company's newest addition to its universally successful fitness brand **Orbitrek** with the worldwide introduction of **Orbitrek Elite** Elliptical Exercise Trainer Fitness system .

Thane Direct's half-hour infomercial for the world-class personal fitness machine boasts the endorsement of legendary Olympic Gold Medalist Mark Spitz, who calls **Orbitrek Elite** the perfect non-impact total body workout for all age groups and all fitness levels.

Following the successful North American tests, Thane Direct has mounted one of the company's most ambitious global roll-outs yet, simultaneously launching **Orbitrek Elite** in the US and Canada as well as across key markets throughout Europe, Latin American and the Middle East.

The most compact model ever, **Orbitrek Elite** combines waist slimming cardio with the power of resistance training all in one revolutionary machine, delivering an awesome muscle sculpting and calorie burning workout at the same time.

"We are extremely pleased to launch the newest breakthrough fitness machine in the powerful **Orbitrek** line, the **Orbitrek Elite**. Through the years, we have worked successfully to position **Orbitrek** as a significant brand name in personal fitness. The **Orbitrek Elite** continues tradition of providing consumers with a quality exercise product backed by Thane Direct's unparalleled global marketing support," said Amir Tukulj, CEO 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.

(more)

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.

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