

THANE DIRECT WINS FIVE COMMUNICATOR AWARDS

THANE TAKES HOME GOLD AWARDS FOR EXCELLENCE FOR COMPANY'S LONGFORM PRODUCTIONS OF ***AB-Doer Twist, H2O Mop Ultra, Three Minute Legs,*** AND ***Total Vibes,*** ALONG WITH SILVER AWARD OF DISTINCTION FOR ***Slim 'N Lift Supreme Comfort***

FOR IMMEDIATE RELEASE:

LOS ANGELES/TORONTO (JUNE 15, 2010) – THANE DIRECT HAS WON FOUR GOLD AWARDS OF EXCELLENCE FOR ITS PRODUCTIONS OF ***AB-Doer Twist, H2O Mop Ultra, Three Minute Legs and Total Vibes,*** AND ONE SILVER AWARD OF DISTINCTION FOR ***Slim 'N Lift Supreme Comfort*** AT THE 2010 COMMUNICATOR AWARDS.

"WE ARE DELIGHTED TO HAVE BEEN RECOGNIZED BY THE COMMUNICATOR AWARDS WITH FIVE INDIVIDUAL AWARDS OF EXCELLENCE," SAID THANE'S CHIEF CREATIVE OFFICER, PAUL GREENBERG. "EARNING FIVE SEPARATE COMMUNICATOR AWARDS IS PARTICULARLY SPECIAL TO US BECAUSE THEY REPRESENT RECOGNITION BY MANY OF THE BEST AND MOST CREATIVE MINDS IN ADVERTISING AND MARKETING. AT THE SAME TIME, THE ULTIMATE AWARD COMES FROM THE CONSUMER AND WE ARE DELIGHTED THAT EACH OF THESE CAMPAIGNS CONTINUES TO GENERATE IMPRESSIVE RESULTS IN THE US AND MARKETS THROUGHOUT THE WORLD."

THE COMMUNICATOR AWARDS HONORS CREATIVE EXCELLENCE IN VIDEO BY SEEKING OUT THE BEST IN VIDEO/FILM/MULTIMEDIA PRODUCTIONS, BROADCAST COMMERCIALS AND PROGRAMS, CABLE COMMERCIALS/PROGRAMS AND TELEVISION NEWS AND PROMOTIONS. THE COMMUNICATOR AWARDS IS THE LEADING INTERNATIONAL AWARDS PROGRAM HONORING CREATIVE EXCELLENCE FOR COMMUNICATIONS PROFESSIONALS. THE COMMUNICATOR AWARDS RECEIVED OVER 8,000 ENTRIES FROM COMPANIES AND AGENCIES OF ALL SIZES, MAKING IT ONE OF THE LARGEST AWARDS OF ITS KIND IN THE WORLD. THE COMMUNICATOR AWARDS IS NOW BEING SANCTIONED AND JUDGED BY THE INTERNATIONAL ACADEMY OF THE VISUAL ARTS, AN INVITATION ONLY BODY CONSISTING OF TOP-TIER PROFESSIONALS FROM A "WHO'S WHO" OF ACCLAIMED MEDIA, COMMUNICATIONS, ADVERTISING, CREATIVE AND MARKETING FIRMS.

ABOUT THANE DIRECT

THANE WAS ESTABLISHED 20 YEARS AGO AND HAS GROWN TO BE THE LEADING DEVELOPER AND DISTRIBUTOR OF INFOMERCIAL PRODUCTS WITH FULLY INTEGRATED OPERATIONS IN THE USA, CANADA, SCANDINAVIA, MEXICO, THE UK, GERMANY, AUSTRALIA AND THE MIDDLE EAST. THE COMPANY'S RESOURCES INCLUDE DISTRIBUTION CHANNELS IN MORE THAN 150 COUNTRIES, NINE 24 HOUR SHOPPING CHANNELS AND SEVENTEEN RETAIL WEB SITES. WITH PRODUCT SALES EXCEEDING 4 BILLION DOLLARS, THANE DIRECT'S UNPRECEDENTED AND GROWING PRESENCE IN INTERNATIONAL TELEVISION, PRINT MEDIA, MAIL ORDER AND RETAIL IN THE WORLD'S BIGGEST CONSUMER MARKETS IS UNRIVALLED.

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