

# SSA Public Relations

# NEWS RELEASE

## Thane Direct Wins 6 2009 Telly Awards For Production Excellence *Flavorwave Turbo Oven, H2OVac Turbo, Steam Styler And Total Vibes* Receive Telly Honors

For Immediate Release:

Los Angeles (September 2, 2009) Reflecting the company's commitment to production excellence, leading direct response marketer Thane Direct has earned six 2009 Telly Awards for the company's *Flavorwave Turbo Oven, H2OVac Turbo, Steam Styler* and *Total Vibes* long form infomercial programs. The Telly Awards honor the very best regional broadcast and cable television commercials and programs, as well as the finest video and film productions, and work created for the Web. Established in 1978, the mission of the Telly Awards is to strengthen the visual arts community by inspiring, promoting, and supporting creativity.

The following is the list of Thane Direct 2009 Telly Awards:

<i>Flavorwave Turbo Oven</i>	BEST PRODUCTION	Bronze Award
<i>Flavorwave Turbo Oven</i>	EDITING	Silver Award
<i>H2OVac Turbo</i>	BEST PRODUCTION	Bronze Award
<i>H2OVac Turbo</i>	BEST DEMONSTRATION SHOW	Bronze Award
<i>Steam Styler</i>	BEST HEALTH & WELLNESS PRODUCTION	Silver Award
<i>Total Vibes</i>	BEST HEALTH & WELLNESS PRODUCTION	Silver Award

"Each year, nearly 20,000 entries from around the world are submitted to the Telly Awards, and we are extremely gratified to have won six individual awards for four of our television campaigns," said Paul Greenberg, Chief Creative Officer of Thane Direct. "Not only is it gratifying to win awards for creative excellence, it is also important to note that each of these shows have consumers 'voting' with their phone and online order. Ultimately, we never lose sight of the fact that our primary task is to achieve sales. However, we take tremendous pride in our shows, and are delighted to be recognized by this prestigious organization."

## **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 over 4 billion dollars in sales, 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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