

## Thane Direct Expands *Flavorwave Oven® Turbo* Worldwide DRTV Campaign

*DRTV Campaign For Top-Selling Oven Now Reaches Over 80 Countries Worldwide*

For Immediate Release:

Toronto (April 23, 2009) Global direct response television powerhouse **Thane Direct** has brought the number of countries to 80 for its mega-hit *Flavorwave Oven® Turbo*. Hosted by American icon and international action star Mr. T. who emerges as a channel-stopper as he makes his first infomercial appearance the *Flavorwave Turbo* infomercial features mouthwatering cooking demos, compelling testimonials and powerful production values including novel use of time lapse photography and animated segments.

“We are delighted by the continuing market expansion of our *Flavorwave Oven Turbo* infomercial campaign. The newest infomercial is the third program in the continuing 8-year evolution of the *Flavorwave* brand and, we believe, is the most compelling one yet. Of course, an infomercial can only be as good as the product, and *Flavorwave Oven Turbo* is an extraordinary product in class by itself,” said Thane Direct CEO Amir Tukulj

Said Paul Greenberg, Chief Creative Officer, Thane Direct and executive producer of the *Flavorwave* show: “We obviously went against type by taking Mr. T. out of the action genre and placing him in a kitchen but the bold move has clearly brought great results. Through entertaining and detailed demonstrations and the endearing performance of Mr. T., the infomercial succeeds in underscoring the *Flavorwave Oven Turbo* message, bringing it to a whole new generation of consumers.”

The *Flavorwave Oven Turbo* utilizes a combination of three different cooking methods at once - a halogen-heating element browns and sears food, sealing in the juices; Penetrating waves of infrared light cooks food from the inside out; and a convection fan circulates the air around, speeding up cooking time and distributing the heat evenly, so food is always cooked to perfection. While the *Flavorwave Oven Turbo* is part of a major housewares category, the product’s superior quality and functionality places the product in a class by itself.

Adding to Thane Direct’s impressive list of ERA Awards, the *Flavorwave Oven Turbo* campaign won the 2008 Electronic Retailing Association (ERA) Award for Best Longform Housewares Infomercial.

### **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. 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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