

Thane Direct Rolls Out 4th *Slim 'N Lift* Campaign To Global Success

Slim 'N Lift Infomercial Campaign Reaches Over 100 Countries Worldwide

For Immediate Release:

TORONTO (May 4, 2009) Thane Direct continues to generate record success with *SLIM'NLIFT™ Supreme Comfort* as the DRTV industry leader completes a successful launch of the product's fourth infomercial campaign. The all-new *SLIM'NLIFT™ Supreme Comfort* campaign touts the product's addition of bamboo in its miracle micro fiber which adds even more slimming and lifting support to give a sexy, curvy hour glass figure instantly. While others have sought to emulate *SLIM'NLIFT™*, none have come close to matching the brand's quality or consumer appeal.

Thane has soared the heights of DRTV with *SLIM'NLIFT™*, placing all four campaigns in more than 100 countries, and generating sales of over 10 million units - making *SLIM'NLIFT™* the garment category's #1 television brand.

"*SLIM'NLIFT* has proven itself as the most effective - and comfortable - solution for quickly smoothing out unsightly bulges and getting figures back into their shapeliest. We are thrilled by the product's performance through years and delighted that the newest campaign continues its success story. Slim and Lift Comfort has newest seamless design and incorporates new and revolutionary bamboo organic fibers for more natural and comfortable shaping. Women around the world love Slim n Lift and we continue developing innovative and slimming styles that will suit their needs," said Daniela Todorovic, President of Thane Direct.

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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Contact: SSA Public Relations
Steve Syatt
(818) 907-5929 / ssyatt@ssapr.com