

THANE DIRECT AND GLOBAL DELIVERY SERVICES  
DISSOLVE PANLATINO TV

Companies To Form Separate Media Agencies Specializing In Latin American Market

FOR IMMEDIATE RELEASE:

TORONTO, CANADA/LAGUNA HILLS, CA (August 14, 2007) – Toronto-based Thane Direct and Laguna Hills, Calif.-based Global Delivery Services have agreed to dissolve Pan Regional Media Corp. aka PanLatino TV and to create two separate media agencies focusing on the Latin American marketplace. The announcement was made by Amir Tukulj, CEO of Thane Direct and Stan Bruckheim, Managing Partner of Global Delivery Services.

Thane Direct is launching ***MEDIA LATINO SOURCE***, the company's first wholly-owned pan-Latin American media agency. Named to head the new Thane Direct subsidiary as President is respected Latin American DR executive Diana Dueñas who takes the helm of ***MEDIA LATINO SOURCE*** after serving as Operations Manager for PanLatinoTV where she directed the company's day to day operations, media planning and media relations. Thane Direct has achieved industry-wide recognition for its unparalleled commitment to the Latin American marketplace, including the prestigious Latino Award of Excellence bestowed by the Latin America/US Hispanic Council of the Electronic Retailing Association (ERA) to Thane for the past three consecutive years (2005, 2006 and 2007).

Global Delivery Services is launching ***LATINO MEDIA SERVICES*** which will be headed by esteemed Media Executive and industry veteran, Stan Bruckheim. As President of PanLatinoTV from its inception, Bruckheim led the company's relations with media networks, client participants and global product suppliers, and was recognized as the winner of the Latino Awards of Excellence "Biggest Contribution to the Industry" for two of the past three years. Bruckheim, a 24-year industry veteran, serves as Co-Chair of the Latin America Council of the Electronic Retailing Association.

Said Amir Tukulj, CEO of Thane Direct: "The formation of ***MEDIA LATINO SOURCE*** is an essential step in further advancing Thane Direct's unique focus on Latin America. Our philosophy has always been to grow our business by helping our partners grow theirs, and we are convinced that with the formation of Media Latino Source, we are entering a new era of stable growth in this region. At the same time, we are pleased to announce the appointment of Diana Dueñas, a dedicated and talented direct marketing professional with extensive experience in the Latin American marketplace. Under Diana's leadership, our product owner clients can expect the ultimate in attention and results from this important international region."

Said Bruckheim: "Our plan with ***LATINO MEDIA SERVICES*** is to provide a premier media buying services for our Latin American clients. LMS looks forward to delivering quality media with superior service to our clients. LMS will also help global product suppliers bring the best direct response products to the Latin American market. And we expect to expand our services in Europe as well, under our sister company, European Media Services."

(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.

**About Global Delivery Services**

Global Delivery Services managing partners Stan Bruckheim and Louise Mulder have a combined 40 years of experience in the direct response industry. Bruckheim is a recognized direct response media pioneer, having managed DRTV campaigns and business entities since 1983, since before the infomercial industry was formed. He has negotiated media contracts and serviced media clients in over 40 countries over the past 24 years, focusing over the past 10 years on Latin American and European media. Mulder is recognized as an industry leader in the operations of international direct response marketing, and combines with Bruckheim to provide GDS with strategic leadership.

CONTACT: (For Global Delivery Services/Latino Media Services)  
Stan Bruckheim  
GDS/Latino Media Services  
23332 Mill Creek Drive, Suite 140  
Laguna Hills, CA 92653  
(949) 859-3100  
stan@latinomediасervices.com

(For Thane Direct/Media Latino Source)  
Steve Syatt  
SSA Public Relations  
(818) 501-0700  
[Ssyatt@ssapr.com](mailto:Ssyatt@ssapr.com)