

THANE DIRECT PROMOTES PAUL GREENBERG TO CHIEF
CREATIVE OFFICER

Greenberg To Heads Up All New Product Development For
Global Direct Marketing Leader

FOR IMMEDIATE RELEASE:

TORONTO/LOS ANGELES – Thane Direct has promoted Paul Greenberg from Vice President of Production to Chief Creative Officer, it was announced by Amir Tukulj, CEO of Thane Direct. Headquartered in the Los Angeles offices of Thane Direct, Greenberg will be responsible for new product development as well as oversee all television production for the global direct leader.

Greenberg joined Thane Direct in October 2006 from Sylmark Inc., where he served as Vice President of Production. During his tenure, Sylmark's DRTV shows grossed over \$800 million and earned six ERA (Electronic Retailing Association) awards. Television campaigns include "AbSlide," "Miracle Blade," "Phase 4 Orthotics," "Ultimate Chopper," "Total Trolley," "Dramatic Differences" and "WalkFit." Prior to Sylmark, he served with Ketchum Public Relations as producer of numerous advertising campaigns for such clients Microsoft and Miller Brewing Company.

"Paul Greenberg has demonstrated an outstanding ability to identify winning product opportunities, and help develop them towards realizing their full potential in the global marketplace. We look forward to benefiting from Paul's comprehensive expertise as Thane Direct continues to expand its successful product portfolio," said Tukulj.

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.

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