

**THANE DIRECT SELLS OUT *SLIM 'N LIFT SILOUETTESUPREME*  
ON QVC IN THE US**

**Slimming And Lifting Undergarment Makes A Triumphant  
Debut On Home Shopping Leader**

**FOR IMMEDIATE RELEASE:**

TORONTO – Thane Direct launched the home shopping appearance of *Slim 'n Lift Silhouette Supreme* on QVC (US) to a sell-out performance.

The holiday season debut of *Slim 'n Lift Silhouette Supreme* on QVC represents the first in what will be an impressive array of Thane Direct products to make their appearance on the home shopping giant.

Priced at US\$59.95, *Slim 'n Lift Silhouette Supreme* provides a sexy, curvy hour glass figure instantly. The revolutionary slimming and lifting undergarment features exclusive engineering that combines form and function to sculpt, shape, firm and slenderize. And it does all of this in amazing comfort.

“We are delighted by the spectacular performance of *Slim 'n Lift Silhouette Supreme* on QVC, and look forward to a continued successful association with the leading home shopping network throughout 2007,” said Amir Tukulj, CEO of Thane Direct.

To learn more about Thane Direct’s powerful international distribution operations, product owners are invited to contact Cathy Chung at (416) 621-3700 or email [cathy@thanedirect.ca](mailto:cathy@thanedirect.ca)

**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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