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**THANE DIRECT SCHEDULES A RECORD-SETTING
35 AIRINGS IN ONE MONTH ON QVC, THE UK'S LEADING SHOPPING
TV SHOPPING CHANNEL**

Toronto, CANADA (August 23, 2005) - Thane Direct will spearhead 35 separate airings on QVC UK this October, showcasing eight in-demand Thane products, it was announced by Daniela Todorovic, VP European Sales.

"QVC UK is an outstanding marketing partner and our 35 scheduled appearances on the channel in October underscores our exceptional association," said Todorovic. "A large-scale effort is in place to prepare for this busy schedule and we look forward to an exciting month on QVC UK."

Included in Thane's eight-product line-up for QVC UK are the Magic Bullet, Twist & Sculpt, Magnaforce, TrimFlex, Slim & Lift, Swivel Sweeper, H2O Vac and Proshot.

About Thane Direct, Inc.

Thane Direct, Inc. ranks among the leading direct response and retail marketers in the world. Throughout its history, Thane Direct has built an industry-wide reputation for integrity, creativity and innovativeness. The company has created and launched highly successful brands in such diverse product categories as health & beauty, fitness, weight loss, kitchen/house wares, entertainment, self-improvement and pet care. Thane's global marketing and distribution operations extend across all continents, and its products are sold in over 80 countries worldwide. Thane Direct also operates seven international 24-hour infomercial shopping channels, including two in the UK, four in the Middle East and one in Germany. As a result of its vast success in product development and consumer marketing, the company attracts product owners throughout the world who turn to Thane as their exclusive marketing ally.