

SSA Public Relations NEWS RELEASE

THANE DIRECT CELEBRATES 10TH ANNIVERSARY

September Marks 10 Years Of Success For Global Direct Marketing Leader

FOR IMMEDIATE RELEASE:

TORONTO, CANADA (September 11, 2007) – September 2007 will mark the tenth anniversary for global direct response powerhouse Thane Direct. The Company was formed as a partnership between Thane International, founded and run by Bill and Denise Hay and Amir and Sladjana Tukulj in September of 1997.

Through its ten years of operation, Thane Direct has launched an impressive roster of hit products highlighted by the company's unique ability to build direct response products into global iconic brands. Reflecting Thane Direct's acumen in managing brands for their longest possible life cycle is *Orbitrek* – the company's first product which continues to remain a major fitness brand years after its initial introduction. Now in its fifth generation of product evolution, *Orbitrek* has gone on to break all international sales records. Other DR successes currently marketed by Thane Direct include *Magic Bullet, Swivel Sweeper, 9 Minute Marinator, Flavorwave, H2O Vac, Slim n Lift, The Tobi, H2O Mop, Abrocket, Pilates Power Gym, Sudden Glow, True Cover, H2O Turbo, Sweep N Mop, and California Beauty Steam Styler.*

The industry recognizes Thane Direct as both a pioneering leader and trendsetter within the international direct response arena. The company's first decade is distinguished by its launching of wholly-owned shopping channels and joint ventures with DR giants throughout the international marketplace.

Thane Direct's tremendous growth can be charted by a number of headline-generating corporate milestones, including: the signing of the largest Middle East Joint Venture in 1998, the launch of Thane Canada in 2000, the formation of Trendpro (Germany) in December 2000; the launch of Thane UK in October 2001; the incorporation of TVINS (Sweden) in October 2003; the establishment of Danoz in December 2004; and, most recently, the launch of Media Latino Source, company's first wholly owned Pan-Latin American media agency.

Thane Direct has made its direct marketing presence known in virtually every corner of the world, introducing one hit DR campaign after another and achieving record-breaking success across the key categories of fitness, housewares, fashion and health and beauty throughout the US, Europe, Latin America, Asia and the Middle East.

(more)

The company's ten years of success can also be defined by its ability to bring all the core disciplines of DR under one roof, including product sourcing, product development, manufacturing, package design, infomercial production and maximizing sales through all channels of distribution including US and international direct response television, home shopping networks, catalogs, credit card inserts, print advertising, retail and E-commerce.

"We are extremely pleased to be celebrating our ten years of success, all attributed to a superlative management and staff that is fully dedicated to our clients, our company and our industry. It is particularly gratifying that each successive year has set a new record of sales and revenues for our company and clients. We will continue to strive to maximize results for our clients in the next decade ahead," said Thane Direct CEO Amir Tukulj.

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.

With a long, distinguished and high-profile history of global direct marketing and retail distribution success unmatched in the industry, and a lengthy 'who's who' list of product owners that have become longtime clients, Thane Direct is poised for another ten years of unparalleled success.

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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