

**THANE DIRECT SECURES INTERNATIONAL DISTRIBUTION
RIGHTS TO *AB ZONE*™ FITNESS SYSTEM**

**Integrity Partners Taps Thane Direct To Handle All International Direct
Marketing Channels For New Hit Fitness System**

FOR IMMEDIATE RELEASE:

TORONTO, CANADA – Continuing its drive to acquire international distribution rights to the most proven products in US direct response, Thane Direct has been awarded international distribution by Integrity Partners for its innovative fitness product ***AB ZONE*™**, it was announced by Thane Direct CEO Amir Tukulj.

Thane Direct will launch ***AB ZONE*™** throughout the key international territories with an emphasis on direct response television, home shopping, newspaper and magazine, catalogues and credit card syndication.

Considered by fitness experts as among the most effective abs workouts in the market today, the ***AB ZONE*** Exercise Machine targets the upper and lower abs and zones in the hard-to-reach obliques all at the same time. In addition to the ***AB ZONE*** Machine, ***AB ZONE*™** comes complete with the ***AB ZONE*™*YES I CAN!*** System™, including a 10-day Meal Plan to jump start results; a 30-day Meal Plan with delicious sample menus to stay on track; and an Exercise and Cardio Instructional DVD featuring ab-flattening exercise routines and an energizing cardio workout.

“Choosing Thane Direct was simple. We are interested in maximizing sales across the global market, and we feel that Thane is the most experienced and successful company in achieving that objective,” said Gary P. Kohn President/CEO of Integrity Partners.

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“Integrity Partners has developed one of the most exciting new systems in fitness, and we are thrilled to take it out internationally,” said Tukulj. “**ABZONE**™ is a simple, yet powerful exercise machine that focuses on the most challenging part of the body – the abs. We look forward to making **ABZONE**™ our company’s next multi-million unit seller.”

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.

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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