

THANE DIRECT LAUNCHES **MEDIA LATINO SOURCE**

*Thane Names Respected Electronic Direct Response Marketing Executive
Diana Dueñas As President Of New Wholly-Owned
Latin American Media Agency*

FOR IMMEDIATE RELEASE:

TORONTO, CANADA/IRVINE, CA (July 24, 2007) – Global electronic direct marketing leader **Thane Direct** has taken a step to further solidify its commitment to the Latin American marketplace with the launch of **MEDIA LATINO SOURCE**, the company's first wholly-owned pan-Latin American media agency. Named to head the new Thane Direct subsidiary as President is respected Latin American DR executive Diana Dueñas who takes the helm of **MEDIA LATINO SOURCE**.

Thane Direct has achieved industry-wide recognition for its unparalleled commitment to the Latin American marketplace, including the prestigious Latino Award of Excellence bestowed by the Latin America/US Hispanic Council of the Electronic Retailing Association (ERA) to Thane for the past three consecutive years (2005, 2006 and 2007).

The new agency, **MEDIA LATINO SOURCE** will acquire significant air time on top Latin America channels which it will earmark for Thane's long standing brands such as Orbitrek and Slim'N Lift as well as new products including H2O Mop, Tobi Steamer and Sweep N Mop, among many others.

Said Amir Tukulj, CEO of Thane Direct: "The formation of **MEDIA LATINO SOURCE** is an essential step in further advancing Thane Direct's unique focus on Latin America. Our philosophy has always been to grow our business by helping our partners grow theirs, and we are convinced that with the formation of Media Latino Source, we are entering a new era of stable growth in this region. At the same time, we are pleased to announce the appointment of Diana Dueñas, a dedicated and talented direct marketing professional with extensive experience in the Latin American marketplace. Under Diana's leadership, our product owner clients can expect the ultimate in attention and results from this important international region."

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“*MEDIA LATINO SOURCE* is poised to serve clients as a one-stop distribution solution for all of Latin America. We look forward to delivering the best possible results from one of the most important regions in the world,” said Dueñas.

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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