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Thane Names Michael Clark Executive Vice President
Of Thane International
*Recognized Industry Veteran To Head Up Company's U.S.
Sales And Marketing Operations*

For Immediate Release:

Toronto (June 7, 2010) - Thane has appointed respected direct response industry veteran executive Michael Clark to the position of Executive Vice President of Thane International, it was announced by Amir Tukulj, CEO of Thane.

In his new position with Thane International, Clark will be responsible for the company's US retail and direct response sales and marketing operations. Based in the US, Clark will report directly to CEO Tukulj. Longstanding Thane senior executive Mark Taylor will continue to oversee Thane's US direct response operations, reporting to Clark.

Clark joins Thane with more than 20 years of senior-level experience in the direct response industry. Since 1995, Clark served with leading direct marketer Fitness Quest as the company's Executive Vice President, where he was responsible for the company's expansive direct marketing and sales channels. During his fifteen-year tenure with Fitness Quest, Clark helped develop many of company's the most successful mass market fitness brands, including the Gazelle Glider® which is endorsed by Tony Little, the Ab Lounge® and Leg Magic®. Additionally Clark led Fitness Quest's efforts in forging third party marketing partnerships that resulted in the launches of such major DRTV brands as *Total Gym®*, *Torso Track®*, *Red® Exerciser*, *Table Mate II®* and *Shamwow®*.

Prior to Fitness Quest, Clark served as Vice President, International with Williams Worldwide Television where he oversaw the company's international operations and was also involved in domestic new business development. He previously served as Vice President of Business Affairs for Ovation Body Solutions, and played an instrumental role in the marketing launch of such prestigious direct response products as *ThighMaster®* with Suzanne Somers and *Body Slide®* with Cheryl Ladd. Clark began his career in direct response marketing in 1985 with Los Angeles-based infomercial media buying pioneer Donald D. Lewis Advertising where he served as a media planner and buyer and with Life Alert Emergency Response as Marketing Manager.

(more)

Thane Direct/Michael Clark

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“We are extremely thrilled to announce the naming of Michael Clark as Executive Vice President of Thane International. His two decade extensive, high-profile work in direct marketing is recognized throughout our industry and he is noted for playing a key role in helping shape its continued growth through the years. Michael’s appointment is a milestone development for our company, and we look forward to benefiting from his singular expertise as Thane International continues its expansion as a top performer in the important US market,”said Tukulj.

“There are two primary reasons why I elected to Join Thane. First is the quality of Thane’s senior management team led by CEO Amir Tukulj, a direct response marketing executive respected industry-wide. Next is Thane’s expansive portfolio of high quality consumer products. During my career I have been extremely fortunate to work with great partners on outstanding products - and by joining Thane, I will have the opportunity of continuing to work on innovative products with the best and brightest in the industry,”said Clark.

About Thane:

Thane was established 20 years ago and has grown to be the leading developer and distributor of infomercial products with fully integrated operations in the USA, Canada, Scandinavia, Mexico, The UK, Germany, Australia and The Middle East. The company’s resources include distribution channels in more than 150 countries, nine 24 hour shopping channels and seventeen retail web sites. With product sales exceeding 4 billion dollars, Thane Direct’s unprecedented and growing presence in international television, print media, mail order and retail in the world’s biggest consumer markets is unrivalled.

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