

**THANE DIRECT TO LAUNCH INTERNATIONAL ROLL-OUT OF
TOBI STEAMER WRINKLE REMOVING MACHINE**

Thane To Handle All Areas Of International Direct Marketing And
Retail Distribution for ***TOBI STEAMER*** Owner Poor Devil

FOR IMMEDIATE RELEASE:

TORONTO, CANADA – THANE DIRECT expands its portfolio of proven homeware products with the international launch of ***TOBI STEAMER***, a professional-grade wrinkle removing machine that wipes out wrinkles just like the dry cleaning and fashion industry pros.

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

Said Thane Direct CEO Amir Tukulj: “***TOBI STEAMER*** is a highly innovative, quality product that has tremendous international appeal. We look forward to applying our company’s global direct marketing prowess towards making ***TOBI STEAMER*** a major winner throughout the international marketplace.”

“When it comes to covering the key areas of direct marketing and retail distribution internationally, Thane Direct is the one company that does it all. As a result, in order to maximize our international potential, our choice was clear – Thane Direct,” said Andy Tobias, President of Poor Devil, manufacturer of ***TOBI STEAMER***.

TOBI STEAMER is the first and only professional upright and portable wrinkle removing machine that removes wrinkles from clothes right while they are on the hangers. Safe for all fabrics, ***TOBI STEAMER*** easily glides right over buttons, pockets, sequins and prints for results that equal those from professional dry cleaners.

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.

(more)

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.

###

Contact: SSA Public Relations
Los Angeles: Steve Syatt
ssyatt@ssapr.com