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THANE DIRECT LEADS PARTNERSHIP CONSORTIUM TO ACQUIRE AUSTRALIAN DIRECT RESPONSE COMPANY DANOZ DIRECT

Move Furthers Thane's Leadership In Australian DRTV Marketplace

Toronto, CANADA/Sydney, AUSTRALIA/London, UK (21 January 2005) – World-leading TV, internet and direct mail retailer Thane Direct has led an investment group to acquire the assets of Danoz Direct, Australia's direct response and home shopping market leader. The announcement was made by Amir Tukulj, President of Thane Direct.

Danoz, Australia's dominant direct response marketer for more than a decade was acquired by Thane Direct and the investment consortium from receivership. Recognized throughout the industry, Danoz is a well established brand in the Australian and New Zealand markets for quality products in all key consumer categories, including Health and Beauty, Kitchen and Household, Hardware, Electronics, Outdoor, and Entertainment.

Thane Direct will join the founding ownership team of Moshe Ozana, Trevor Goodman and Yoran Jovani in managing the company.

"This strategic acquisition asserts Thane Direct in its position as a leading international direct retailer. With over 43 Danoz retail stores across Australia, this new venture will increase Thane's retail international activities." says Richard Whinfrey, Managing Director of Thane Direct UK Ltd.

"Since Danoz was formed in 1992, the company has succeeded in forging a reputation for the highest quality products backed by the highest possible customer service. After serving as a key vendor to Danoz through the years, we are extremely delighted to be forging this exciting new chapter in our association," said Tukulj.

"From Orbitrek and Thunderstick to Ab Swing Abdoer, and the extensive California Beauty line, Thane Direct has served Danoz as a

trusted ally in providing outstanding products that enhance the lives of our customers. As a result of our new partnership, consumers throughout the Australian and New Zealand markets will benefit from the combined forces of a home grown home shopping innovator backed by the vast resources of a world leader in direct response marketing," said Ozana.

ABOUT THANE DIRECT

Thane Direct Group of Companies, founded in 1997 by Thane International and Amir and Sladjana Tukulj, has grown to be the leading distributor of infomercial products outside of the United States with fully integrated operations in Canada, The UK, Germany and The Middle East, distributors in more than 80 countries around the world, eight 24 hour shopping channels, nine retail web sites and unprecedented and growing presence in television and print media, mail order and retail in the world's biggest consumer markets. www.thanedirect.com and www.thanedirect.co.uk.