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## **THANE TO EXPAND ITS INTERNATIONAL PRESENCE VIA LAUNCH OF 24-HOUR DRTV SHOPPING CHANNEL IN U.K.**

**DRTV Executives Richard Whinfrey And Hayley Jacobs To Spearhead THANE DIRECT SHOP AROUND THE CLOCK**

LONDON, ENGLAND (April 15, 2002) – Thane Direct, the international arm of world-leading electronic direct marketer Thane, Inc., is about to expand into the home shopping arena as owner-operator of Thane Direct Shop Around the Clock, an all-new 24/7 UK home shopping channel set to launch in April.

Tapped to head up the new channel is respected direct marketer Richard Whinfrey, who will report to Amir Tukulj, President and COO of Toronto, Canada-based Thane Direct. Appointed as General Manager is Hayley Jacobs, who will be based in the company's London offices.

Thane Direct's Shop Around The Clock will feature an extensive line-up of cosmetics and health and fitness products from Thane's successful DRTV line and third party suppliers around the world. Thane's own on-camera personalities Mel Arthur and Denise Dubarry will rely on their expertise and intimate knowledge of the products to present items from California Beauty cosmetics products to the Orbitrek fitness system and AB-DOER.

The establishment of Shop Around the Clock follows on the heels of Thane's recent acquisition of Reliant Interactive Media Corp., which created one of the industry's largest revenue-generating organizations within the global direct response marketing industry.

"Thane anticipates an overwhelming consumer response to the Shop Around The Clock channel which will provide the British public with immediate access to Thane's leading DRTV products," said Tukulj. "The shopping channel will foster significant awareness for the Thane brand in the United Kingdom and provide us with a valuable distribution network," he added.

A recognized direct response pioneer within the European marketplace, Whinfrey entered the DRTV industry in 1990 when he was involved in the launch of Europe's first infomercial programming and established Quantum London, which went on to become one of the world's largest infomercial companies.

Jacobs entered the DRTV industry in April, 1991 with Quantum, where she managed all international operations for the company. Jacobs later joined Regal Shop (which was acquired by K-Tel) where she ran media campaigns in Europe, Asia, UAE and South Africa. She joined Reliant in Nov 2000 to establish the company's European licensee business. Reliant was acquired by Thane, Inc. in November, 2001.

"I look forward to building Thane Direct Shop Around the Clock as a fun shopping channel for UK consumers, and a safe shopping environment in which the public will make purchases with full confidence," said Whinfrey.

"We are delighted to bring aboard Richard Whinfrey to head up Thane Shop Around the Clock. One of the most respected names in direct marketing, Richard is regarded among the highest echelon of consumer marketing executives. At the same time, Hayley Jacobs' extensive experience, skills and associations will also help assure a successful launch of our new channel, as well as effective expansion of our marketing operations across the UK," said Tukulj.

#### About Thane Inc.

Thane Inc. ranks among the leading direct response and retail marketers in the world. Based in the Palm Desert community of La Quinta, Calif., Thane has created highly successful brands in such diverse product categories as health and beauty, fitness, weight loss, kitchen/housewares, entertainment, self-improvement and pet care. A vertically integrated consumer products organization, Thane International maintains operations in product development, commercial production, manufacturing, sales & marketing and distribution. As a result of its vast success in product development and consumer marketing, the company attracts product owners throughout the world, who turn to Thane as their exclusive marketing ally.

CONTACT: SSA Public Relations New York: Mike Rudnick (212) 679-4750 Los Angeles: Steve Syatt (818) 501-0700 London: Jamie Lynn 44-20-7494-2755