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THANE DIRECT EXPANDS INTERNATIONAL DISTRIBUTION OPERATIONS WITH ESTABLISHMENT OF UK OFFICE

Respected Direct Marketing Executives Richard Whinfrey And Hayley Jacobs To Manage UK Office

Veteran Thane Executive Daniella Todorovic Promoted To Oversee European Sales

Toronto, CANADA/London, ENGLAND (April 22, 2002) – Thane Direct, the international distribution arm of leading direct response marketer Thane, Inc., has expanded its international distribution presence with the establishment of a London office, it was announced by Amir Tukulj, President and COO of Thane Direct.

Named to head up the UK office for Thane Direct are Richard Whinfrey as Managing Director and Hayley Jacobs as General Manager. At the same time, the company has promoted long-time Thane Direct executive Daniella Todorovic from her previous position as Director of European Sales to Vice President of European Sales, where she will be responsible for the company's expansive European distribution activity from its Toronto headquarters.

Thane Direct's UK and Toronto offices will work in tandem to encompass all major distribution channels, including direct response television, retail, Internet and catalog sales.

"We are delighted to announce the establishment of Thane Direct's London office, and the appointments of Richard Whinfrey and Haley Jacobs as they join Daniella Todorovic in creating the most dynamic team in international direct marketing," said Tukulj. "More than ever, Thane Direct ranks as the optimum solution for companies seeking the most effective international distribution of their direct marketing products."

Rounding out Thane Direct's newly-created UK office is Ann Jacobs, who has assumed the role of Director of UK Retail Distribution. Jacobs joins Thane Direct with an extensive career in direct marketing that includes such major companies as Timex,

General Mills, Black & Decker and most recently NordicTrack, where she has been involved the full range of distribution channels across the international marketplace.

About Thane Direct/Thane, Inc.

Thane Direct is the international distribution division of Thane, Inc., which 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 and self-improvement. Through Thane Direct, Thane's global marketing and distribution operations extend across all continents, and its products are sold in over 80 countries worldwide.

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. Throughout its nearly decade-long history, Thane International has built an industry-wide reputation for integrity, creativity and innovativeness. In 1999, H.I.G. Capital Management, a Miami-based investment group, acquired a majority interest in Thane International. The acquisition has helped propel Thane's strategic expansion that further the Company's leadership position in all key areas of direct marketing. In November, 2001, Thane International entered into a definitive merger agreement with Reliant Interactive Media Corp to create one of the world's largest direct marketing and retail distribution organizations.

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