

April 20th, 2005

THANE POSITIONS COMPANY FOR NEW ERA OF GROWTH AND EXPANSION

New Corporate Structure Transforms Thane From U.S. Direct Marketing Leader To Global Powerhouse

La Quinta, CA/Toronto CANADA (April 20, 2005) – Reflecting the dramatic expansion of direct response marketing across the global arena, Thane has transformed the structure of the company from a leading U.S. direct marketer to a worldwide organization with offices in Toronto, London, Malmo (Sweden), Frankfurt (Germany), Sydney (Australia) and the U.S.

As part of its new global corporate positioning, Thane has named veteran executive Amir Tukulj as CEO of Thane International. In his new position, Tukulj, respected industry-wide for his unparalleled achievements in direct response and retail distribution pioneering achievements across the international marketplace, will oversee all worldwide operations of the company.

At the same time, Mark Taylor, another recognized long-time Thane executive, has returned to Thane and been promoted to President and COO of Thane USA. Bill and Denise Hay, the husband-wife team who founded Thane in 1990 and helped grow the company into a worldwide direct marketing powerhouse, have assumed the roles of Chairman and Vice Chairman of the Company.

"Thane has prided itself by taking the bold initiatives that have not only built our own company, but in many ways helped change the course of the DR industry. In recognition of the dramatic emergence of the global direct response marketplace, Thane once again leads the way in building our company for the future by forging a worldwide organization, with Amir Tukulj, one of the industry's most respected international direct marketing executive, at the helm," said Bill Hay.

"We are confident that Thane is now ideally positioned to take advantage of the limitless growth opportunities open to us both outside and inside the US. With our new global focus and the

additional resources directed towards the international market, we are looking forward to further accelerating our already exceptional growth from the last couple of years", said Amir Tukulj.

"We look forward with tremendous enthusiasm towards beginning this new chapter in the evolution of our company. Beginning as a small business with a first direct response product more than 20 years ago, Thane is now poised as a dynamic world leader in all areas of direct marketing and retail distribution. Throughout our years, Amir Tukulj, Sladjana and Mark Taylor played instrumental roles in our success, and we are pleased to continue our association with Amir and Mark as they assume their new and expanded roles with the company," said Denise DuBarry-Hay..

"Thane's success derives from quality, innovative products, strong global distribution and a focused management team. I am proud to be part of that team and look forward to working with Amir, Sladjana, Bill and Denise as we think globally and act locally and take Thane to the next levels of success," said Taylor.