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## **THANE DIRECT ACHIEVES RECORD LEVELS OF NON-DRTV SALES IN UK AND GERMANY**

Distributor Demonstrates Its Prowess In Retail, Home Shopping And Catalogs For Key Product Brands Across The Two Major European Markets

Toronto, CANADA – Thane Direct, the international product distribution arm of leading direct marketer Thane, Inc., reports record sales for its key products in non-direct response television (DRTV) categories including retail, home shopping and catalogs.

Responsible for the new non-DRTV distribution developments is Thane Direct's UK distribution team, headed up by Daniela Todorovic and Ann Jacobs. Overseeing Thane Direct's expanding Germany distribution is Daniela Todorovic and Conni Stephan.

"While direct response television remains a mainstay of our distribution operations, our expanded focus on non-DRTV channels of distribution is generating massive success for our product lines in the UK and Germany," said Amir Tukulj, President and COO of Thane Direct.

In the area of retail, Thane Direct – which has recently announced the opening of its London office – has closed alliances with such prestigious retailers as John Lewis, Innovations and Fitness Network for the company's popular 'As Seen On TV' lines Bun and Thigh Isolator, Orbitrek, AB Doer, Total Doer, Flavourwave and La Presse.

Home Shopping also translates to big business for Thane Direct and its product owner clients, where leading UK home shopping channels QVC and HSE finding gold with AbTronic, AbZap, AbDoerII, Total Doer, WonderSlim, Magic Wallet, Rapid White and Orbitrek, among others.

Said Debbie Gray, Senior Leisure Buyer for QVC UK: "Thane has had tremendous success in being able to translate the popularity of their infomercial campaigns to live home shopping. We are delighted by their responsiveness to our needs and by their

dedication to quality and innovation. Over the recent years, Thane has built a number of strong key lines in the wellness category, and we look forward to featuring their newest products such as Wonder Slim, New Orbitrek and Total Doer."

In Germany, Thane Direct is topping the retail sales charts with such renowned retailers as Metro (54 stores), Real (280 stores), Ratio (30 stores), Coop (200 stores) and Kaufland (450 stores). On the catalogue side, the company is garnering record revenues via such popular print vehicles as Veillon and Neckermann.

Home shopping is also an effective distribution platform for Thane Direct in Germany, where the company's ABDoer, ExerFlex, Rapid White Pro, Orbitrek

Bun & Thigh Isolator and Thane's line of EMS products are major performers on Germany's HSE. In addition, Germany's QVC gets the phones ringing with Thane's Le Press, Thunder Stick Pro, Magic Wallet and Cyclone Cooker.

April also marks the month when Thane Direct will be launching its own home shopping channel serving the UK, The Direct's Shop Around the Clock. The 24/7 channel will offer full-length direct response programs offering the company's expansive portfolio of popular quality products.

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.