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THANE DIRECT LAUNCHES RAPID WHITE IN CHINA TO RAPID SUCCESS

Thane Direct teams up with Pacific Media for DRTV roll-out of RAPID WHITE in China

Toronto, CANADA (February, 2005) – Thane Direct, the world's leading direct response marketer, is pleased to announce that it has partnered with Asia-based e-commerce company Pacific Media to launch the Company's top-selling RAPID WHITE tooth whitening system in China.

Since its launch in 2004, RAPID WHITE has emerged as a best-selling direct response brand in the tooth-whitening category worldwide. Represented by Thane Direct in all international markets, RAPID WHITE whitens teeth up to seven shades lighter in one week. Clinically proven, safe and effective, RAPID WHITE tooth whitening system is gentle enough for even the most sensitive teeth and gums. Each RAPID WHITE tooth whitening kit contains 45 applications and comes complete with a shade guide and detailed instructions.

The nationwide DRTV campaign has been launched in China for over 2 weeks and RAPID WHITE is already one of the top-selling items in Pacific Media's product portfolio. Pacific Media will initially focus on the sales of RAPID WHITE in China's three most populous and affluent regions around Shanghai, Beijing, and Guangzhou. The distribution channel will be further expanded to other tier one and tier two cities throughout China in the second phase of the launch.

In addition to maintaining the product's presence on direct response television, Pacific Media will be expanding the retail distribution of RAPID WHITE through regional and chain retailers nationwide.

"We are thrilled to jointly introduce RAPID WHITE to the Chinese market with Thane Direct," said Raymond Chang, CEO of Pacific

Media. "The product is off to an exciting start, and we expect RAPID WHITE to become one of a number of big items this year."

"The rapid success of RAPID WHITE demonstrates what can happen when you combine a proven product with an in-market direct response leader. We are delighted to be joining forces with Pacific Media on RAPID WHITE and view this as the beginning of a long and successful association with this outstanding company," said Amir Tukulj, President of Thane Direct.

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, five 24 hour shopping channels, eight retail web sites and unprecedented and growing presence in television and print media, mail order and retail in the world's biggest consumer markets.

ABOUT PACIFIC MEDIA

Headquartered in Hong Kong and listed on the London Stock Exchange (LSE:PCM), Pacific Media is an Asia-based t-commerce company with principal operations in Japan and Greater China, two of the world's largest consumer markets. The Company also has a presence in other non-core markets in Asia.

Pacific Media is wholly focused on becoming the leading provider of business-to-consumer (B2C) and business-to-business (B2B) T-Commerce solutions in Asia. T-Commerce is the provision of business-to-business services to facilitate direct-to-consumer retail platforms, and the use of television as a transaction platform to market and retail goods directly to consumers. Pacific Media's full-fledged t-commerce model is supported by multiple marketing and distribution channels including wholesale and retail, direct marketing, and the internet.

In China, Pacific Media operates through its main direct response operation, "Responze TV", via 7 leading regional satellites and 3 local terrestrial TV stations. These channels provide Responze TV with a reach to more than 160 million households across 30

provinces. Its airtime is approximately 150 minutes per day making Responze TV the second largest direct response marketer in China, in respect to media airtime purchased.