

April 26th, 2005

THANE DIRECT ANNOUNCES IN-STORE TV PARTNERSHIP WITH “SEEN IT ON TV”

London , 26 April 2005 — Thane Direct, the world-leading direct response marketer and TV shopping retailer announced today it has partnered with Seen It On TV Ltd to launch Thane's top-selling products on in-store televisions in the UK.

"We are excited to bring Thane Direct's product expertise together with the in-store TV marketing knowledge that Seen It On TV has," said Thomas Parrott, European Sales Manager of Thane Direct. "This is a new area of retail distribution which we have been eager to expand in to, we hope this is the first of many more products we will work on together."

Top selling Magic Bullet will be the first Thane product to be seen on in-store TV screens in the UK.

"We are thrilled to jointly introduce Magic Bullet to the UK in-store TV market with Thane Direct," said Lara Young, Sales Director of Seen It On TV. "The product is off to an exciting start, and we expect Magic Bullet to become one of a number of big items this year."

Since its launch in 2004, Magic Bullet has emerged as a best-selling direct response product in the kitchen category worldwide. Represented by Thane Direct in all international markets, the unique counter top processor comes with a juicer, blender and party mugs and has already sold close to two million units worldwide, mostly through TV distribution networks including the shopping channels that Thane Direct owns.

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 Thane Direct UK

Thane Direct UK is the British arm of Thane Direct International. Based in Central London, TDUK operates two 24-hour shopping channels – Thane Direct and Stop & Shop – on the Sky Digital platforms 651 and 654 and on the NTL cable systems 907 and 923. Each channel reaches more than eight million UK homes. Thane has created highly successful brands in such diverse product categories as kitchen/housewares, health & beauty, fitness, weight loss, entertainment and self-improvement. In addition to its own channels TDUK also buys airtime on other leading broadcasters as well as running major press campaigns, catalogue promotions, retail distribution and a highly successful website. TDUK is a founder member of the British Television Shopping Association and a member of the National Newspaper, Mail Order Protection Scheme.

ABOUT SEEN IT ON TV

Seen It On TV founded by Prism Leisure Plc and Panther UK Ltd has rapidly become established as a specialist distributor of in store TV products. The company brings successful DRTV products to retail in the UK. The two founders Prism Leisure Plc and Panther UK Ltd have successfully built two large companies in the UK. One in the electronic hardware sector and the other in home entertainment software, and together they will bring unrivalled DRTV products to the retail area. Both companies have been in the retail and wholesale distribution for over 25 years and currently have a combined turnover in excess of 100 million pounds. Seen It On TV has active trading accounts with the majority of UK high street multiples, supermarkets, and merchandise. Its products are in both the traditional and non-traditional sector. The company supplies all leading mail order catalogues and live shopping channels.