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THANE DIRECT, INC. AND BRITISH TELECOM, PLC JOIN TO LAUNCH NEW 24-HOUR INFOMERCIAL SHOPPING CHANNEL IN GERMANY

STOP 'N SHOP Set To Launch In Germany On November 1, 2004

Toronto , CANADA (October 21, 2004) – Thane Direct, Inc. has joined with British Telecom, PLC to launch STOP 'N SHOP, a 24-hour infomercial shopping channel in Germany, it was announced by Amir Tukulj, President of Thane Direct. Set to debut in German on November 1, 2004, STOP 'N SHOP represents Thane Direct's second full-time 24-hour infomercial shopping channel. The company's Stop 'N Shop, which premiered August 2002, is one of the leading infomercial shopping channel's serving the UK. THANE DIRECT was Thane's first UK shopping channel, launched April 2002. Both channels are available on the Sky Digital platform and the NTL cable systems. Broadcast in the English and German languages, STOP 'N SHOP will be accessible to viewers in Germany, Austria and Switzerland as well as other countries in Europe. The channel will operate on the ASTRA 1G satellite (satellite location 19.2 degrees East) on Transponder Number 118. As with all other Thane Direct's infomercial channels, STOP 'N SHOP will serve as the infomercial broadcast home for Thane's top-producing infomercial programming, including Magic Bullet, Rapid White Brush On, True Sleeper and Lift Silhouette. In addition, the channel, will also program infomercial content from producers worldwide. Headquartered in Germany, STOP 'N SHOP Managing Director Connie Stephan will supervise programming and marketing for the new Thane Direct/British Telecom channel. Said Tukulj: "Thane Direct and BT Telecom have had a long standing relationship in running 24 hour shopping channels in the UK and we are very excited to be expanding this into the largest markets in the continental part of Europe. This expansion is consistent with our strategy to build long term stable media platform in the markets in which we currently operate."

About Thane Direct, Inc.

Thane Direct, Inc. ranks among the leading direct response and retail marketers in the world. Throughout its history, Thane Direct has built an industry-wide reputation for integrity, creativity and innovativeness. The company has created and launched highly successful brands in such diverse product categories as health & beauty, fitness, weight loss, kitchen/house wares, entertainment, self-improvement and pet care. Thane's global marketing and distribution operations extend across all continents, and its products are sold in over 80 countries worldwide. Thane Direct also operates seven international 24-hour infomercial shopping channels, including two in the UK, four in the Middle East and one in Germany. 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.

CONTACT: SSA Public Relations (for Thane Direct, Inc.)
Los Angeles: Steve Syatt, Kathy Kniss (818) 501-0700
New York: Carolyn Lipkins (212) 679-4750
London: Karine Fouchet +44 (020) 7849 5689

STOP 'N SHOP Germany:
Conni Stephan, Managing Director
+49 (6039) 486 618
conni.stephan@trendprotv.de