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THANE DIRECT SECURES WORLDWIDE RIGHTS TO ONTEL'S SWIVEL SWEEPER

Thane Direct To Market SWIVEL SWEEPER In All Direct And Retail Markets Worldwide (Excluding US)

Toronto CANADA (April, 2005) – Thane Direct adds yet another burgeoning brand to its product arsenal by securing the worldwide rights (excluding US) for the SWIVEL SWEEPER from marketer Ontel. The announcement was made by Amir Tukulj, President of Thane Direct.

SWIVEL SWEEPER is the new floor and carpet sweeper that lets you clean dirt and messes faster and easier than ordinary cordless sweepers. It combines the cleaning power of Quad Brush Technology (four sides of powerful rotating brushes) and a 360° swivel feature to easily maneuver around furniture and other objects.

Weighing in at only 2 pounds, the SWIVEL SWEEPER operates on a rechargeable battery. The battery and charger comes included with the product. The reusable dirt tray easily removes for quick disposal of dirt and debris.

"We are delighted to have acquired worldwide rights to SWIVEL SWEEPER, an extraordinary product that is sweeping aside all competitors with its exclusive swivel brush technology," said Tukulj. "This also marks our first association with Ontel, which is a significant global product developer and marketer."

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, Scandinavia, The UK, Germany, Australia and The Middle East, distributors in more than 80 countries around the world, nine 24 hour shopping channels, seventeen retail web sites and unprecedented and

growing presence in television and print media, mail order and retail in the world's biggest consumer markets.