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Thane Fires Up Award Winning Q BBQ Just In Time For Summer

Leading Direct Response & Retail Marketer Rolls Out Compact Gas Grill Perfect For Any Summer Celebration

LA QUINTA, CA (June 30, 2003) – Thane International Inc., one of the leading direct response and retail marketers in the world, has launched the Q BBQ compact gas grill just in time for summer 2003.

This lightweight and affordable grill, which was recently honored with the bronze medal at the Idea Awards for Top New Invention of The Year, was launched last month via long form television advertising hosted by The Clever Cleaver Brothers, Lee N. Gerovitz and Steve Cassarino, stars of the worldwide cooking series, "Kitchen Cut Ups!". The Television marketing message demonstrates the flexibility of this portable grilling master, featured people using it on a small apartment patio, while camping, picknicking, traveling in their RV, and tailgating.

The Q BBQ uses small, inexpensive propane tanks that fit inside the grill, offering hours of cooking time. The grill has dual gas controls with a full range of cooking temperatures and is complete with dishwasher safe non-stick cooking surfaces, which are easily removable for cleaning purposes. To accomodate those night-time barbecues, the Q BBQ even has a built in light to illuminate the cooking surface. The 8 lb. Q BBQ, which is composed of durable steel, folds up in a clamshell design and is easily transported due to its heat-resistant cool-grip handles.

The Q BBQ is priced at an affordable \$99. Thane is currently working on line extensions for the Q BBQ including additional grilling tools, barbeque sauces and a spice collection. The company is utilizing the long-form advertising to build awareness for the grill, with the goal of wide-spread retail distribution in time for the fall tail-gating season. The perfect gift for every aspiring BBQ check, the Q BBQ will also be available at retail for the holidays.

The Q BBQ can be ordered by calling 1-800-717-4343, or by visiting the website at www.qgrill.com.

About Thane International, Inc.

Thane is a global leader in the multi-channel direct marketing of consumer products in the fitness, health and beauty, and housewares product categories. Thane's distribution channels in the United States, and through its 186 international distributors and strategic partners, in 80 countries around the world, include direct response TV, home shopping channels, catalogs, retail, telemarketing, print advertising, credit card inserts and the Internet. Thane develops and acquires products, arranges low-cost manufacturing, and then markets and distributes its products through its various distribution channels. Thane believes its management of each facet of this process enables it to maximize the return on investment on its products and create profitable products for target markets. The company's website is www.thaneinc.com.