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Thane Restructures Production Focus Shifts to Centralization

(La Quinta, CA) Thane International has announced that it has scaled down its production operations in Tampa, Florida as part of its strategy to streamline operations and eliminate redundant resources. Centralizing production in Thane's headquarters in La Quinta, California, will optimize efficiency and enhance Thane's operations worldwide.

The Tampa production facility was created by a merger agreement between Thane and Reliant three years ago. The recent completion of the contractual obligations of that agreement provided Thane and Reliant the opportunity to evaluate their future plans, and Reliant's Kevin and Tim Harrington have decided to form an independent production entity.

Thane's production activities in both Tampa and La Quinta will continue to be overseen by Thane's production head, Denise DuBarry-Hay. Mel Arthur will continue his valuable relationship with Thane's Tampa production group. The Harringtons will now head Reliant International based in St. Petersburg, FL. Executives at both companies are pleased with the restructuring and expressed confidence in their future achievements.

Thane CEO Bill Hay stated, "It has been a great 3 year relationship with Kevin and Tim and we look forward to working with them in their new independent production venture." The Harringtons noted, "Our synergy with the Thane organization has been inspiring and fruitful. This new agreement will allow us to pursue some of our other goals as well."