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THANE DIRECT TAKE ACTION AGAINST TRADEMARK INFRINGEMENT

London, 9 August 2004 — Thane Direct UK, the international arm of world-leading TV, Internet and direct mail retailer Thane, Inc., announced today that following an operation which led to Thane Direct finding a string of trademark and copyright infringements, the company has instructed its solicitors to take legal action against the retailers and distributors involved.

"We've found that some companies were using our trademarked brands on their own products and in their own advertising in both online marketing and catalogues," said Richard Whinfrey, Thane Direct's Managing Director. "We have also discovered several companies infringing our exclusive distribution rights by importing grey market products into the UK and have started the process of taking action against these rogue traders."

Thane Direct owns trademarks on nearly all its product names and has found that the brands 'Abswing' and 'Orbitrek', both fitness items are the most popular product brands that UK retailers try to copy.

"Thane Direct uses a wide variety of media to advertise its products and we understand that some companies will try and take advantage of this. However we hope that in taking legal action now, we can eradicate this problem quickly," added Whinfrey. "We have already received substantial payments in damages."

ABOUT THANE DIRECT

Thane Direct UK is the UK arm of Thane Direct International. TDUK operates two 24-hour shopping channels – Thane Direct and Stop & Shop – on the Sky Digital platforms 655 and 660 and on the NTL cable systems 907 and 923. Each channel reaches more than eight million UK homes. TDUK also operates a highly successful website: www.thanedirect.co.uk

Thane has created popular brands in such diverse product categories as health & beauty, fitness, weight loss, entertainment,

self-improvement and kitchen/housewares. Through Thane Direct, Thane's global marketing and distribution operations extend across all continents, and its products are sold in over 95 countries worldwide. TDUK is a founder member of the British Television Shopping Association and a member of the National Newspaper, Mail Order Protection Scheme.

Contact SSA Public Relations:

London: Karine Fouchet +44 (0) 207 849 5607