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## **THANE DIRECT LAUNCHES TVINS TV 24-HOUR HOME SHOPPING CHANNEL SERVING SCANDANAVIA REGION**

TVINS TV Becomes Thane Direct's Third Owned & Operated International Home Shopping Television Service

Toronto, CANADA (January, 2005) – Thane Direct has launched TVIN TV, the company's third owned and operated 24-hour home shopping television channel serving the international marketplace. The announcement was made by Amir Tukulj, President of Thane Direct.

Making its debut this month, TVIN TV covers the Nordic region, which encompasses Denmark, Finland, Norway and Sweden. The new channel also reaches the Baltic Region and parts of Russia.

TVINS TV is a Thane Direct 24-hour home shopping channel operated in cooperation with Canal Digital. The satellite-delivered service reaches approximately 800,000 homes within the four countries.

As with Thane Direct's successful home shopping channels in the UK and Germany, the newly-launched TVINS TV will offer 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. Said Tukulj: "The launch of TVINS TV reflects Thane Direct's commitment to our product owning clients with the best exposure possible across the key global territories. TVINS gives Thane Direct and our clients immediate and unfettered access to a significant international market. Adding TVINS TV to our Ship Around the Clock channels in the UK and Germany further underscores Thane Direct's position as the world leader in worldwide direct response marketing and distribution."

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.