

Incredible Discoveries' Infomercial Campaign for the Black & Decker® Infracore® Speed Oven Ranks in JW Greensheet's Top 60 Infomercials

Deerfield Beach, Florida (January 23, 2008) – Incredible Discoveries® Inc., a leading **DRTV** and multi-channel marketing company, announced that its long-form Infomercial for the Black & Decker® Infracore® Speed Oven placed in JW Greensheet's top 60 Infomercials in the December 2007 rankings. The Jordan Whitney "Greensheet" reports, which rank infomercials and spots and analyze their content, are part of the company's independent services providing up-to-date information on Direct Response Television, including infomercials, short-form direct response television commercials, the websites for these products, and the companies involved in their production and distribution.

"We anticipate continued high rankings with this campaign, as the Infracore® Speed Oven is proving to be a popular product with the American public," says Doug Campbell, Vice President of Funding of Incredible Discoveries®. "Our plans for the future include launching Infomercial campaigns for exciting new products in the Infracore® family this coming spring and summer."

Incredible Discoveries®, a wholly-owned subsidiary of O2Media Inc., is a fully integrated production, marketing and investment partnership company that introduces new products to consumers through infomercial development and multi-channel marketing opportunities, including international retail distribution, the highest rated live shopping networks, direct mail catalogs, and insert programs. In addition, Incredible Discoveries® offers a funding option for select product manufacturers that is totally unique to the industry. Incredible Discoveries® hosts a team of dynamic professionals with years of direct response ingenuity and expertise. Their fresh innovative approach has led to successful product launches including the Black & Decker® Infracore® Speed Oven, the Magic Juice Filter, as well as the international launch of the Didi Car. The organization is a valued member of the Electronic Retailing Association (ERA) and the Direct Response Marketing Alliance (DRMA). For more information about Incredible Discoveries, please visit their website at www.IncredibleDiscoveries.com.

Applica Incorporated is a marketer and distributor of a wide range of small appliances for use in and outside the home. Its operating subsidiary, Applica Consumer Products, Inc., has the exclusive license to Black & Decker® Home Appliances and also develops and markets products internationally under the brand names Littermaid™, Belson®, and Clear₂O™.

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