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***Kim Banchs Joins Incredible Discoveries***

DEERFIELD BEACH, FL (September 8, 2006) Incredible Discoveries, an industry leading DRTV marketing and production company announced today that Kim Banchs was named Vice President of Sales. Kim will head up a newly created division, Incredible Discoveries Distribution Services (IDDS).

Kim spent the past seven years with Transactional Marketing Partners (TMP), where she was in charge of product acquisition and marketing coordination for products. At TMP, she conceived of and built a division under TMP called Product Partners which was headquartered in Tampa to bring products to the live shopping world via Home Shopping Network.

As a graduate of Penn State, Kim Banchs began her career with an impressive retail run, first as manager of a chain of women's stores, and then as department manager (and then buyer) at Saks Fifth Avenue. She jumped in to Direct Response in 1991, when she was hired by QVC and worked in the fitness, hardware and licensed sporting goods areas. She was promoted in 1994 to buyer and spent a year at QVC's operation in London. Kim returned to the United States operation and stayed there until 1998, when she took a position with New York infomercial agency Tactica.

"We are very excited about the addition of Kim Banchs to our team. Her vast experience is a perfect compliment to our company, and her presence has already expanded and enhanced our product marketing efforts through multiple distribution channels", said Mark Alfieri, Managing Director for Incredible Discoveries.

Active on several product committees for the Electronic Retailing Association (ERA), Kim will bring her wealth of experience to Incredible Discoveries, where she will be responsible for bringing products beyond the vast infomercial audience, and will be working with strategic partners at leading national and international retail distribution firms, catalog and credit card insert distribution firms and the country's highest rated live shopping networks.

**ABOUT INCREDIBLE DISCOVERIES**

Incredible Discoveries, a division of Immediate Capital Group, is a fully integrated production and marketing company that specializes in long-form infomercial development. ICG co-funds media ventures involving half hour infomercials and offers funding opportunities for manufacturers to launch products via multi-media venues. ICG hosts a team of dynamic professionals with years of direct response ingenuity and expertise. Their unique and fresh approach to infomercial programming has facilitated partnerships with some of the largest agencies and manufacturers in the world.

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