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## Incredible Discoveries Rolls Out Infomercial for Black & Decker Infrared Speed Oven

**DEERFIELD BEACH, Fla.**—Incredible Discoveries, a leading DRTV marketing and production company, announced that it has completed the production of a 28:30 minute infomercial promoting the Black & Decker Infrared Speed Oven. The infomercial rolled out on March 18 on a one-week national market test, and is being coordinated and managed by Incredible Discoveries.

"We are extremely excited about the potential for this product because of its truly revolutionary technology and the impact this product will have on how people prepare food in the kitchen," says Doug Campbell,

vice president of funding for Incredible Discoveries.

The company will analyze the results of the test, make appropriate adjustments and prepare for a major national market release as part of its partnership with Black & Decker to promote the Black & Decker Infrared Speed Oven.

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. 

As seen in Electronic Retailer, May 2006