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**INCREDIBLE DISCOVERIES ANNOUNCES LAUNCH OF
NATIONAL DIRECT RESPONSE TELEVISION (DRTV) CAMPAIGN FOR TEDDY RUXPIN**

DEERFIELD BEACH, FL (February 5, 2007) - Incredible Discoveries and Backpack Toys, exclusive worldwide marketer and distributor of the award-winning Teddy Ruxpin storytelling bear, today announced a cooperative venture to market Teddy Ruxpin in a national direct response television (DRTV) campaign. The 120, 90, and 60 second spots will demonstrate Teddy Ruxpin's new, child-friendly digital technology and feature the bear telling of his many new adventures and singing songs.

Teddy Ruxpin, the original animated storytelling bear, was the best selling toy in 1985 and 1986. Back to enchant a new generation of children, Teddy now utilizes updated digital technology. Also available is a full library of storytelling content that will keep kids entertained for hours. The updated Teddy Ruxpin was recently awarded the prestigious Toy of the Year Award for best animated plush toy from Creative Child Magazine.

"We are very pleased to be creating the direct response campaign for this award-winning toy," said Doug Campbell, Vice President of Funding for Incredible Discoveries. "While millions of today's parents and grandparents experienced Teddy's positive message 20 years ago, we look forward to providing the next generation the same opportunity."

"We are very excited about this partnership," said Ed Hames, President of Backpack Toys. "Incredible Discoveries offers a unique opportunity to announce to the world that Teddy Ruxpin, a toy loved by millions, is back and here to stay. We look forward to a successful test late summer followed by a multi-million dollar TV rollout."

Both companies have high expectations for the success of the Direct Response Television (DRTV) campaign. The television spots will complement national distribution of the toy in retail.

ABOUT INCREDIBLE DISCOVERIES

Incredible Discoveries, a division of O2 Media Inc., 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. Visit them at www.incrediblediscoveries.com

ABOUT BACKPACK TOYS

Based in Milford, New Hampshire, Backpack Toys' core focus is the market development and marketing of Teddy Ruxpin and related products covered under a worldwide exclusive licensing agreement with Alchemy II, Inc. Based in Hong Kong, Backpack Toys International Ltd is responsible for the manufacturing of Teddy Ruxpin. For more information visit www.teddyruxpin.com.