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**INCREDIBLE DISCOVERIES, AN INFOMERICAL PRODUCTION COMPANY,  
RECEIVES PRESTIGIOUS TELLY AWARD**

Deerfield Beach, Florida (June 4, 2007) -- Incredible Discoveries, a leading DRTV company specializing in infomercial production and multi-channel product distribution services, today announced that they have been awarded a prestigious Telly Award for their production work on an infomercial campaign for the Black & Decker® Infrawave Oven.

Incredible Discoveries is currently airing and managing the national marketing campaign for the Black & Decker Infrawave Speed Oven, which includes television, print, online, and insert media. Plans are being finalized for Infrawave's international launch.

"Black & Decker's Infrawave Oven is one of the most powerful innovations in the household goods market. The choice to rollout the product via infomercial was a bold one that has paid off," says Incredible Discoveries Co-Founder, Doug Campbell. "The Telly Award validates our efforts and offers greater insight into just how powerful the medium of DRTV can be for the introduction of products - for small businesses to Fortune 500 companies."

Founded in 1978, the Telly Awards are the premier award honoring outstanding local, regional, and cable TV commercials and programs, as well as the finest video and film productions. The Telly Awards annually showcase the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world. The Telly Awards is a widely known and highly respected national and international competition and receives over 12,000 entries annually from all 50 states and many foreign countries.

"We are extremely excited about the receiving this award," says Campbell. "The Telly Awards are one of the highest honors that we can receive, and we are extremely proud to be recognized for our work by our peers."

About Incredible Discoveries

Incredible Discoveries, a division of Immediate Capital Group, is a fully integrated production and investment partnership company that introduces new products to consumers through infomercial development and management. Incredible Discoveries offers funding opportunities for selected product manufacturers, in addition to multi-channel distribution options through their strategic partnerships with leading national and international retail distribution firms, catalog and credit card insert distribution firms and the country's highest rated live shopping networks. Incredible Discoveries hosts a team of dynamic professionals with years of direct response ingenuity and expertise. Their fresh innovative approach has lead to successful products launches including the Black & Decker Infrawave Speed Oven, the Magic Juice Filter, as well as the international launch of the Didi Car. For more information about Incredible Discoveries, please visit their website at [www.IncredibleDiscoveries.com](http://www.IncredibleDiscoveries.com).

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