

## **Incredible Discoveries' to Produce Infomercial Campaign for New Book "The Vitamin Myth"**

**Deerfield Beach, Florida** (March 11, 2008) – Incredible Discoveries® Inc., a leading DRTV and multi-channel marketing company, announced that it will produce a long-form Infomercial for Brian Clement, N.M.D., Ph.D., C.D., the director of the world famous Hippocrates Institute of West Palm Beach, to market his new book "The Vitamin Myth". The book is composed of three parts: 1. The four vitamin misconceptions, 2. What vitamins really do for you, 3. A naturally occurring standard for supplements. The television offer will include a one-year free subscription to the magazine *Healing our World*.

"Dr. Clement is a leader in educating people about disease prevention and the effects of a positive diet and lifestyle choices," says Doug Campbell, Vice President of Funding of Incredible Discoveries®. "Health and wellness are topics of great interest to the American public, and we believe that his book will truly resonate with them."

Incredible Discoveries®, a wholly-owned subsidiary of O2 Media 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® Infrawave® 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](http://www.IncredibleDiscoveries.com).

Deemed the world's number one teaching institute in the year 2000 by Spa Management Group, the Hippocrates Health Institute was founded by visionary and humanitarian Ann Wigmore and is currently under the leadership of Drs. Brian and Anna Maria Clement. For a half of a century, the Institute has taught generations how to access the power from their vast inner resources to transform the quality of their lives. Hippocrates' goal is to reawaken the total consciousness within ourselves and allow us to realize that good health and free will is every person's birthright, and that a life free of disease and needless pain is our human legacy. The Hippocrates philosophy is founded on the belief that a pure enzyme-rich diet, complemented by positive thinking and non-invasive therapies, are essential elements on the path to optimum health.

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