

Incredible Discoveries' to Produce Infomercial Campaign for Spongetech® Delivery Systems' Pet Sponge

Deerfield Beach, Florida (February 18, 2008) – Incredible Discoveries® Inc., a leading **DRTV** and multi-channel marketing company, announced that it will produce a short-form Infomercial for Spongetech® Delivery Systems Inc. to market their newest product, the Pet Sponge. This is the second time that Incredible Discoveries® has partnered with Spongetech®, a publicly traded, New York-based company. The innovative Pet Sponge has no-tear shampoo, detangler, luster enhancer and odor neutralizer built into each sponge and can be used up to twelve times for an easy and economical pet bath.

“We are pleased to continue working with Spongetech® to market their exciting new products,” says Doug Campbell, Vice President of Funding of Incredible Discoveries®. “The American public is spending more than ever on their pets, so it’s an optimal time to launch a new product via a direct response campaign in this \$43 billion market.”

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.

Spongetech® Delivery Systems is a development stage company which designs, produces, markets and distributes cleaning products for vehicular use utilizing patented technology relating to sponges containing hydrophilic (liquid absorbing) foam polyurethane matrices. The Company's sponges are specially configured with an outer contact layer and an inner matrix, which is loaded with specially formulated soaps and wax that are released when the sponge is applied to a surface with minimal pressure. The Company's products are currently designed specifically for vehicular cleaning use. However, the Company is exploring the possibility of using its patented technology for the development of sponges for other uses, including for use with anti-bacterial, bath and kitchen soaps for household uses, as well as for use as a children's bath foam sponge.

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