

INCREDIBLE DISCOVERIES SECURES NEW APPEARANCE ON HSN FOR THE MAGIC JUICE FILTER AFTER RECENT "SOLD-OUT" SHOWING

FOR IMMEDIATE RELEASE

Deerfield Beach, Florida (September 5, 2006) -- Incredible Discoveries, a leading DRTV company with multi-channel product distribution services, today announced that one of their newest discoveries, the Magic Juice Filter, will be returning to HSN (The Home Shopping Network), after its recent sellout appearance.

Incredible Discoveries partnered with the creator of the Magic Juice Filter and implemented a strategy to bring this innovative product to market. Incredible Discoveries produced a high-quality infomercial for this unique kitchen appliance and then secured its debut and second appearance on the highly-rated live shopping network. Incredible Discoveries also supplied the on-air talent for the Magic Juice Filter's presentations on HSN.

After the latest HSN appearance, where the Magic Juice Filter's sales were at a rate of \$1800 per minute, the shopping network informed Incredible Discoveries that they will showcase the product again in first quarter 2007.

"We are extremely excited about the results of the Magic Juice Filter appearances on HSN," said Doug Campbell, Vice President of Funding for Incredible Discoveries. "Selling out in less than three minutes exceeded our expectations and we see tremendous potential for this product."

About the Magic Juice Filter

This innovative kitchen appliance converts your standard household blender into a juice extracting machine. Simply thread the juice filter jar onto your blender blade assembly, place the filter insert and drop in your fruits and vegetables. In no time at all, you'll be enjoying healthy and delicious juice creations right in your own home.

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. ID 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. ID hosts a team of dynamic professionals with years of direct response ingenuity and expertise. Their fresh innovative approach has led to successful products launches including the Black & Decker "Infrawave Speed Oven," the Magic Juice Filter and the Didi Car.

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