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CONTACT:

Lee Kaplan
Incredible Discoveries
954.935.3162, ext. 230
Lee@IncredibleDiscoveries.com
www.IncredibleDiscoveries.com

**INCREDIBLE DISCOVERIES SECURES NEW APPEARANCE ON QVC®
FOR THE TORNADO™ AFTER RECENT “SOLD-OUT” SHOWING**

Deerfield Beach, Florida (April 17, 2007) -- Incredible Discoveries, a leading DRTV company with multi-channel product distribution services, today announced that one of their newest discoveries, The Tornado™, will be returning to QVC® after its recent sellout appearance.

Incredible Discoveries partnered with the creator of The Tornado™ and implemented a strategy to bring this innovative product to market. Incredible Discoveries produced a high-quality infomercial for this unique data transfer device and then secured its debut and second appearance on the highly-rated live shopping network. Incredible Discoveries is currently airing and managing the highly successful infomercial campaign nationally.

The Tornado™ has been winning over both consumers and industry insiders as was evidenced by its win in Yahoo!'s Last Gadget Standing competition at this year's Consumer Electronics Showcase. The Tornado™ beat out devices from major industry players such as Hewlett-Packard, Archos and Pure Digital.

The Tornado™ (from Data Drive Thru™) is the newest, fastest and easiest way to move files between PCs. This innovative data transfer device won Yahoo Tech's Last Gadget Standing at the 2007 Consumer Electronics Show (CES). There is no software to load, no special cables to buy and no wizards to follow. Just plug in the USB plugs into two PCs, and all the software and drivers autoloading and autorun so it automatically displays the entire contents of each PC on one monitor enabling the user to quickly drag-n-drop their files and file folders from one machine to the other.

"We are extremely excited about the results of The Tornado's appearance on QVC®," said Doug Campbell, Co-Founder of Incredible Discoveries. "Selling out in less than two minutes exceeded our expectations and we see tremendous potential for this product."

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 led 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.

About Data Drive Thru, Inc.

Data Drive Thru™ is the innovator of intelligent computer cable products that solve the problem of data transfer between two personal computers/laptops (PCs). Its unique patented technologies automate the process of getting data from one PC to another. Data Drive Thru™ has also become the voice for millions of average PC users that are searching for easier and faster products that allow them to get the most out of their individual computer experiences. Its products are designed with the average PC user in mind. Part of the company's intellectual property is in its "connection to the people" that provides direct consumer feedback and market testing programs to create a unique knowledge and vision for this growing and powerful PC buyer group. Data Drive Thru's global headquarters are in Dallas, Texas. *Data Drive Thru™ and The Tornado™ are trademarks of Data Drive Thru, Inc.*

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