

## **INCREDIBLE DISCOVERIES® to Launch Infomercial Campaign for Wahl's Revolutionary New Healthy Infusions™ Hair Straightener**

**Deerfield Beach, Florida** (April 17, 2008) -- Incredible Discoveries®, a leading DRTV and multi-channel marketing company, announced that it will produce a long form infomercial for a revolutionary new hair straightener from the Wahl Clipper Corporation. Wahl® recently unveiled its line of Healthy Infusions™ hair grooming products to rave reviews at the 2008 Housewares show in Chicago. Incredible Discoveries® and Wahl® are partnering to introduce the Healthy Infusions™ product line to the public via a national infomercial as well as a Spanish language infomercial for the Hispanic market.

"Wahl® is a leader in the personal grooming products industry, and we are delighted to partner with them on the branding and marketing of Healthy Infusions™, which we believe will forever change the way women care for and style their hair," said Doug Campbell, Vice President of Funding of Incredible Discoveries®.

"Our decision to make a revolutionary difference in the hair care market required us to develop a unique product that goes far beyond what is currently available in terms of performance and benefits," said Steve Yde, senior product manager for Wahl®. "The damage that can be caused to hair that is routinely subjected to straightening appliances is a common problem, and with the development of Healthy Infusions™ hair straightener we have provided an uncommon solution."

The initial television campaign will feature The Healthy Infusions™ hair straightener, which is the first product of its kind to incorporate pressure-activated cartridges that release liquid conditioner during use, which helps prevent heat damage while actually nourishing the hair.

### **About Incredible Discoveries®**

Incredible Discoveries®, a wholly-owned subsidiary of O2Media 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 Tornado and 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).

### **About Wahl®**

Now in its 89th year, Wahl Clipper Corporation is an international industry leader in the manufacture of products for the professional beauty and barber salon trade, consumer personal care and animal grooming. Headquartered in Sterling, IL, Wahl® currently employs some 2,000 people worldwide in Argentina, Australia, Canada, China, England, Germany, Holland, Hungary, Japan, Spain and the United States. Wahl® products are available in 150 countries around the world. For more about Wahl®, please visit [www.wahl.com](http://www.wahl.com).

**###**