

**One of Incredible Discoveries' Infomercial Products,
The Black & Decker Infrawave Speed Oven
Named in *Wired* Magazine
"One of the Best Gadgets and Gizmos on the Planet 2007"**

For Immediate Release:

Deerfield Beach, Florida (November 4, 2006)----The Black & Decker Infrawave Speed Oven, one of Incredible Discoveries' Infomercial successes is being touted by *Wired* magazine in their, "Best Gadgets and Gizmo's on the Planet 2007" issue. This highly anticipated edition which recently hit newsstands rated the Black & Decker Infrawave Speed Oven as, "Nearly flawless—buy it now." Incredible Discoveries created the tremendously successful infomercial campaign that catapulted this kitchen appliance to prominence. Incredible Discoveries is a leading DRTV company which partners with manufacturers to bring products to market utilizing multi-channel distribution services.

"We were not surprised by the stellar review *Wired* magazine gave the Infrawave Oven," said Doug Campbell of Incredible Discoveries. "Our company was very impressed by the product, and after we produced the infomercial and began test market media buying, we noticed the incredible response consumers were having."

Incredible Discoveries began receiving numerous phone calls and emails thanking them for introducing this amazing new appliance into their homes. Most people found out about this product through the stylish campaign Incredible Discoveries launched which is currently being featured on channels such as CNBC, Hallmark, Lifetime and more.

The Black & Decker Infrawave Speed Oven creates appetizing, nutritious meals at the speed of light. This wonderful kitchen appliance cooks with infrared light waves for oven quality appearance and taste with microwave speed.

For more information www.buyinfrawave.com

ABOUT INCREDIBLE DISCOVERIES:

Incredible Discoveries, a division of O2 Media Inc., 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 lead to successful products launches including the Black & Decker "Infrawave Speed Oven," the Magic Juice Filter and the Didi Car.

www.IncredibleDiscoveries.com