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INCREDIBLE DISCOVERIES ANNOUNCES FUNDING NOW AVAILABLE FOR FITNESS AND EXERCISE TV COMMERCIALS & INFOMERCIALS

Leading DRTV company is now partnering with investment group.

/24-7PressRelease/ - May 17, 2008 - Incredible Discoveries , a leading DRTV and multi-channel marketing company, announced today that it is scouting for fitness and exercise products to feature in infomercials for the 2009 television season. In conjunction with Immediate Capital Group (ICG), Incredible Discoveries will produce and co-fund direct-to-consumer marketing campaigns for the selected fitness and exercise products. The infomercial campaigns will air on national television and help drive those products into retail stores, live shopping (like QVC & HSN), catalogs, and possibly even international distribution.

"We're very exciting that our funding group has allocated dollars for campaigns in the fitness and exercise category," said Lee Kaplan, Senior Funding Manager for Incredible Discoveries . "We are really building a lot of momentum in this area, especially in light of recently receiving 3 Telly Awards for Outstanding Infomercials, 2 of which were for fitness and exercise infomercials."

If you have a fitness or exercise product that you would like Incredible Discoveries to consider for co-funding, please contact Lee Kaplan at 954.935.3162, ext. 230 or email Lee@IncredibleDiscoveries.com.

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 Black & Decker Infrawave Speed Oven, Body-Aline, 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.