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**WILLIAMS WORLDWIDE TELEVISION ANNOUNCES ANOTHER SUCCESSFUL  
LAUNCH IN LATIN AMERICA WITH LEG MAGIC**

**Santa Monica, CA JANUARY 19, 2007 – Williams Worldwide Television (WWTV)**, a global leader in Direct Response Marketing and International Distribution, announced yet another successful launch on their Media UNO program in Latin America with Leg Magic™.

Created and developed by Fitness Quest, Inc., Leg Magic™ is a patent-pending fitness machine that strategically targets the biggest problem-areas consumers complain about: the inner and outer thighs, buttocks and abs. After its launch on WWTV's Media UNO pan-regional media, Leg Magic™ was immediately reported to be a hit by distributors throughout the Latin American region.

With 19 countries, each distinctively different geographically, culturally, economically, and politically, Latin America is a very difficult market to penetrate; but WWTV, with a proven track record of success, has continually excelled in bringing suppliers' products to market through successful campaigning while offering suppliers a no-risk environment.

“WWTV serves as a one-stop shop for all product suppliers' needs: from media testing and distribution to an unmatched speed-to-market. We also take on all the logistical minutiae of launching and distributing a product via DR by tapping into an expansive marketing network and using our own vast pan-regional media to test and successfully market our suppliers' products. Once suppliers work with us, they truly realize that we do eliminate the difficulties that they would otherwise have to deal with, of running and managing a DR campaign, “ says Osania Del Rio, Director of Marketing at WWTV.

WWTV's Media UNO program boasts an impressive 5,157 long form and 4,957 short form infomercials per month on Latin America's most popular channels (Discovery, AXN, Animal Planet, A&E, and The History Channel, etc.), and has emerged as the premier vehicle for simultaneously launching products in all Latin American countries. Success stories include such products as True Ceramic Pro, Bun & Thigh Roller, Animated Bible, Ultimate Chopper, AB Slide, Pyramid Power and Auto Ingles.

**About Williams Worldwide Television:**

Williams Worldwide Television is a global leader in Direct Response Marketing and International Distribution. WWTV has a 14-year history in the industry and consistently brings the best products at the best prices to distributors in Europe, Asia, and Latin America. Product categories include fitness,

kitchen/housewares, pet care and health & beauty. WWTV's Media UNO program contracts exclusive yearly media contracts with some of the regions best cable media, like Discovery, AXN, Animal Planet and The History Channel. WWTV's extensive DRTV background and track record with global sales has established the company as a powerhouse in the international community.

For more information on WWTV, please contact us or visit: [www.williamsworldwidetv.com](http://www.williamsworldwidetv.com)