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**RAINBOWBRUSH® ENTERS THE DRTV AND RETAIL MARKET  
THROUGH WILLIAMS WORLDWIDE TELEVISION**

**Santa Monica, CA April 21, 2008 – Williams Worldwide Television (WWTV),** a global leader in Direct Response Marketing and International Distribution, will be taking RainbowBrush® into markets worldwide via DRTV and Retail.

Created and developed by Kazi and Cindy Ahmed, RainbowBrush® is the world's first patented color-blend marker. For many years Kazi and Cindy created name-painting art professionally in front of crowds of children and tourists in Hawaii, Key West and Victoria, Canada. With a growing family, painting in front of crowds was no longer possible and RainbowBrush® was therefore created to continue the legacy. After five years of development, Kazi and Cindy created a rainbow-brush tool that anyone can use to create beautiful rainbow art.

What makes RainbowBrush® markers so unique is the gapless rainbow effect a person of any artistic ability can create with a single stroke. For the first time you can create an artistic masterpiece within seconds without needing separate paints, inks, palettes or brushes. No need to mix paints or to set up and no mess to clean: you get everything all in one. It's no wonder that RainbowBrush® was chosen as "One of the absolute best, ingenious and coolest toys of the year" by the Washington Post.

Each RainbowBrush® kit comes with step-by-step instructions that feature color illustrations and photography, making it the source of several highly innovative, educational and inspirational instruction products for the home and school. Alphabets, dolphins, butterflies, goldfishes and seahorses are just a few of the things one can create with RainbowBrush®. The markers use non-toxic washable, watercolor ink so they are not only educational and fun, but also safe to use.

*Says Kazi Ahmed, "We are very excited to be partnering with WWTV to bring RainbowBrush into international markets and to further build the brand worldwide. I am confident that RainbowBrush is in the best possible hands. Over the years, Williams has acquired a track record of success without ever sacrificing their integrity; the education and advice their experienced team has to offer is truly invaluable."*

*"The response we've received from our distributors in the first few weeks has really been amazing. The product line that Kazi and Cindy created is fun and easy to use for kids and adults alike. We are very excited about the opportunity to represent this line to the international community and expect it to be a huge success," says Alain Bransford, President and CEO of WWTV.*

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**About Williams Worldwide Television:**

Williams Worldwide Television is a global leader in Direct Response Marketing and International Distribution. WWTV has a 15-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)