

FOR IMMEDIATE RELEASE:

Incredible Discoveries, Through Their Strategic Partnership with Interglobal, Secures Overseas TV Spots for the Didi Car

DEERFIELD BEACH, Fla. - Oct. 24, 2006 (SEND2PRESS NEWSWIRE) -- Incredible Discoveries today announced, they have secured overseas television distribution for one of their newest product discoveries, The Didi Car. Incredible Discoveries is a leading DRTV company with multi-channel distribution services, who partners with all types of manufacturers to bring products to market. The Didi Car, an award-winning kid powered riding car, will have its infomercial featured internationally thanks to Incredible Discoveries' strategic alliance with Interglobal International Ltd, a leading service company in the Electronic Retailing Industry.

"We are delighted that the Didi Car will be receiving international distribution through Interglobal," said Doug Campbell, Vice President of Funding for Incredible Discoveries. "This company is one of the largest and most respected international distributors of U.S. produced infomercials and home shopping products. With clients such as Nautilus, Interglobal, has the talent and expertise to introduce the Didi Car to millions of children overseas."

The Didi Car, which was featured in Time Magazine, is an exciting car-like toy that operates by a child's own motion -- no pedals, no batteries, no motors. Kids simply sit, lean and roll; their own movements magically power the car's mobility.

About Interglobal:

Interglobal International Ltd. offers complete outsourced International sales services to US product developers and show producers of spot, infomercial and home shopping products. Strategically positioned geographically to communicate at all times with the international market place, Interglobal has worldwide offices in the UK, U.S. and Latin America providing "on the ground" sales support to a network of the leading and most professional international customers.

About Incredible Discoveries:

Incredible Discoveries (www.IncredibleDiscoveries.com), a division of Immediate Capital Group, 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.

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Send2Press(R) is the originating wire service for this story.

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