

FOR IMMEDIATE RELEASE
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ASOTVI WELCOMES DRTV INDUSTRY LEADER ALLSTAR MARKETING GROUP, LLC

Cape Coral, FL – 4/24/2008. As Seen On TV.Info, Inc. (ASOTVI) www.asotv.info announced today and welcomed one of the "As Seen On TV" industry leaders, Allstar Marketing Group, LLC (www.allstarmg.com), provider of many of the most popular "As Seen On TV" products available today, as one of its Charter Sponsors. Allstar is responsible for making available such top selling practical innovations such as the *Debbie Meyer™ Green Bags®*, *Aqua Globes™*, the *Topsy Turvy® Upside Down Tomato Planter*, the *Buxton® Over-the-shoulder Organizer*, the *Giovanni Roll Out Piano*, the *Garden Groom®*, and many more useful household and personal products.

As an independent 3rd party review organization, ASOTVI's core mission, on behalf of consumers, is to verify vendor claims, video the results, and then share those results publicly, the good and the bad, and everything in between.

While ASOTVI's goal is to advise consumers about exaggerated hype and expose false claims, it is equally important to note that ASOTVI is also there to help support those legitimate product vendors and distribution organizations, like Allstar Marketing Group, LLC, whose products indeed do what they say, and are therefore worthy of consumers taking advantage of the benefits they offer.

Robert Gelinis, CEO of ASOTVI said, "Many consumers are understandably wary of fast-talking sales pitches, as seen on TV, knowing instinctively that if something sounds too good to be true, it usually is. But on the other hand, there are scores of ingenious entrepreneurs and inventors out there who are constantly coming up with creative new ideas to make our lives easier and to help save us money. For the average consumer, figuring out the good ones from the bad ones is often a disappointing and sometimes painful process of trial and error. That's what we're here to address, for us to perform the trials to thus enable the shoppers to avoid the errors."

Mr. Gelinis added, "We are delighted to welcome Allstar Marketing Group as a sponsor, who has demonstrated to us what a great job they do in bringing some of the most creative innovations to market, and by virtue of their sponsorship, make it possible for us to offer our evaluations freely to the public."

About ASOTVI—(www.asotv.info) Web 2.0 Internet consumer advocate and independent 3rd party reviewer of Direct Response TV (DRTV) "As Seen On TV" Products. Founded in 2007, ASOTVI's patent-pending process verifies the claims of "As Seen On TV" vendors by means of contrasting video evidence, allowing retail consumers to view online Vendor TV commercials and also ASOTVI-produced evaluation videos, answering the question, "Can it really do that?" with "See for yourself" results. ASOTVI is headquartered in Cape Coral, Florida, in Southwest Florida on the Gulf of Mexico.

About Allstar Marketing Group, LLC—(www.allstarmg.com) For almost a decade, Allstar Marketing Group, LLC has emerged as a unique, innovative and strategic marketing partner to inventors and product developers. Allstar Marketing Group, LLC is an industry innovator, taking new products from concept to consumer, giving many new ideas wings. Allstar Marketing Group, LLC has built a network of vertically integrated resources which can respond quickly and effectively to the rapid progression of constantly evolving market opportunities.

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