

**FOR IMMEDIATE RELEASE**  
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## ASOTVI PUTS TELEBRANDS PRODUCTS TO THE TEST

**Cape Coral, FL** – 4/21/2008. As Seen On TV.Info, Inc. (ASOTVI) [www.asotv.info](http://www.asotv.info) announced today the results of a thorough review of many of the "As Seen On TV" products offered by one of the Direct Response market leaders, Telebrands ([www.telebrands.com](http://www.telebrands.com)).

ASOTVI evaluated the following products in real-world application tests: **Ped Egg, One Sweep, Go Duster, Push Up Pro, StickUp Bulb, MD Bracelets, Get a Grip Safety Handle, Flat Fold Colander, Ear Lift, Hollywood Purse Hook, Closet Doubler, Doggy Steps, and Safety Beep.**

In each and every case, ASOTVI took each product out of its packaging, as any consumer would do, read the enclosed assembly instructions (if needed) and user operation directions, and then attempted to get the products to work as advertised. Most importantly, ASOTVI recorded a video of its evaluations for consumers to be able to see these products in action for themselves before deciding whether to purchase any of these products. Those videos can be seen in their entirety at the ASOTVI website ([www.asotv.info](http://www.asotv.info)) on individual product review pages, along with detailed write-ups.

**The results?** First of all, most of these products were found to be available for purchase via local retailers such as Bed, Bath & Beyond or a Walgreens pharmacy, which means they are able to overcome the number one complaint most consumers have about most "As Seen On TV" products, which is the ordeal of ordering them via the telephone or online. Telephone and online ordering can be frustrating for shoppers in terms of high pressure up-sell offers and often confusing and sometimes extraneous shipping and processing fees, not to mention waiting several weeks for the product to arrive. None of those issues apply when a product is purchased from a local store, which is the case with many of the Telebrands items.

**But do they actually work?** Do they do what they say they can do? For the products listed above, the answer is YES, they do! Now it is up to an individual user to determine the value of these products to their own needs, but you really can give yourself a self-pedicure with a Ped Egg. You can dust in nooks and crannies with a Go Duster (it's actually kind of fun). In fact, the StickUp Bulb and One Sweep were deemed by ASOTVI to be "Must Have" products, meaning they not only work as advertised, but when used properly are applicable to everyday use, and can serve a useful purpose to a variety of needs. Consumers are invited to take a look at each and every review of these products on the ASOTVI website, and then make up your own mind about them—with objective evidence to consider, not just random opinions or infomercial hype.

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**About ASOTVI**—([www.asotv.info](http://www.asotv.info)) Web 2.0 Internet consumer advocate and independent 3<sup>rd</sup> 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.

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