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CONTACT: Tracy Bagatelle-Black
Mark Wachs & Associates
661/263-1842
tracy@bagatelleblack.com

CK41 DIRECT ACQUIRES EXCLUSIVE LICENSE TO MARKET THE BAGBLOCKER

WHITE PLAINS, NY – August 23, 2006 – CK41 Direct Inc., a leading producer of direct response infomercial campaigns, today announced that the company has acquired the exclusive worldwide marketing rights for a new beauty product, the BagBlocker from Invoke Beauty. The duration of the agreement is ten years. CK41 plans to develop a direct marketing campaign to launch the product in the first quarter of 2007.

The BagBlocker is an innovative therapeutic eye mask that helps diminish puffiness and bags under the eyes. The exclusive design, with removable gel packs, greatly diminishes the swelling beneath the eyes by not allowing fluid build up and relieving congestion. It can also be used over the eyes to stimulate the pineal glands to emit melatonin required for sleep. The BagBlocker is patented and approved by the Food and Drug Administration. The product has had previous success in the Avon catalog.

“We are extremely excited to have landed the rights to such a unique and promising product,” said Christine McDonald, chief executive officer of CK41 Direct. “The worldwide market for eye firming products including plastic surgery is huge. We anticipate estimated revenue at \$ 25 million in gross sales in the first full year of the infomercial's national roll-out in the U.S. market alone.”

About CK41 Direct, Inc.

CK41 Direct Inc. is a leading producer of direct response infomercial campaigns. CK41's fresh approach differs from conventional infomercial campaigns in that its 2-30 minute product “shows” will incorporate entertainment, rather than the stereotypical infomercials. This new strategy, infotainment, is an entertaining brand experience. Combining 50 years of expertise in network television and direct marketing know-how, the principals and directors of CK41 learned the direct response TV industry from the ground up. This trial by fire experience has taught CK41 Direct how conventional and unconventional marketing strategies can excel a direct response television campaign.

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