

NEWS RELEASE



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Montel Williams to Deliver Keynote Address at the 2009 ERA D2C Convention

Emmy-Winning Talk Show Host at Forefront of Talkmercial Marketing with Tristar Products Partnership

ARLINGTON, Va. – June 16, 2009 – The Electronic Retailing Association (ERA), the leading trade association for direct-to-consumer commerce, today announced that Emmy Award-winning talk show host and author Montel Williams will deliver the keynote address at the 2009 ERA D2C Convention on September 14, 2009 in Las Vegas. Williams and Keith Mirchandani, president and CEO of Tristar Products Inc., have developed the “talkmercial” – a new format for product marketing – to promote healthy lifestyle products for the “Living Well with Montel” online program and talk show.

“We are honored to have Montel join us at the 2009 ERA D2C Convention. With his work over the past two decades, Montel has provided valuable information to the public and been an inspiration to many who wish to live healthier lives,” said Julie Coons, ERA’s president and CEO. “As an association, we believe it is critical to educate consumers, and Montel’s new talkmercial format does just that, while providing a marketing venue for products that support a better lifestyle.”

Williams has teamed with Tristar to introduce the talkmercial, which presents products in a unique format, with the testimonial support from well-known doctors, researchers, fitness trainers, nutritionists and financial experts. Packaged in a talk show format, “Living Well with Montel” not only provides viewers and the studio audience with solutions for a better life, but supports product sales as well.

“I’m honored to be speaking to the direct response community at this year’s D2C Show, discussing our approach to consumer education and marketing,” Williams said. “With the talkmercial, consumers can make informed decisions and we provide a vital channel to direct response marketers, which are thriving and growing despite today’s tough economic conditions.”

Williams has over 17 years’ experience in producing daytime talk shows. Subsequent to developing the Living Well with Montel brand through self-help DVDs and books, he introduced the “Living Well with Montel” talkmercial model with Tristar. Montel Media Group, a Montel Williams company, credits include the nationally syndicated “Montel Williams Show” and CBS dramatic series, “The Education of Matt Waters,” as well as such projects as a game show called “Snapshot” in development with producer Phil Gurin and distributor Debmar, and a talk show with Robin Givens.

About Tristar Products Inc.

Tristar Products Inc., the manufacturer and marketer of “Living Well with Montel” brand, is headquartered in Fairfield, New Jersey. With a presence in over 100 countries and more than \$1 billion in total sales, Tristar has a well-earned reputation for integrity and quality products. Products range from home appliances, fitness equipment and sports gear to health and beauty programs that are endorsed by celebrities Jack LaLanne, Montel Williams, Carol Alt, Denise Austin, Gilad Janklowicz, Brenda DyGraff, Tiki and Ronde Barber, and Bruce and Chris Jenner, among others.

About the 2009 ERA D2C Convention

The Electronic Retailing Association’s 2009 ERA D2C Convention is the 19th annual show where the industry’s top technology innovators, manufacturers, buyers and marketers meet to learn about the hottest trends in the direct-to-consumer marketplace and meet with partners and potential customers to seal critical business relationships. The event will feature more than 2,500 attendees and 125 exhibitors, a variety of educational sessions on cutting-edge e-retailing strategies and expansive networking opportunities, as well as wide variety of events on the trade show floor. For more information, please visit www.D2Cshow.org.

About the Electronic Retailing Association

Representing a more than \$300 billion market, the Electronic Retailing Association (ERA) is the only trade association in the U.S. and internationally that represents leaders of the direct-to-consumer marketplace, which includes members that maximize revenues through electronic retailing on television, online and on radio. ERA strives to protect the regulatory and legislative climate of direct response while ensuring a favorable landscape that enhances e-retailers' ability to bring quality products and services to the consumer. ERA members include some of the industry's most prominent retail merchants, including Acorn Corporation, eBay, Discovery Communications, Gaiam, Google, Guthy-Renker Corporation, HSN, Jewelry Television, QVC, ShopNBC, and Thane. For more information about ERA, please visit www.retailing.org.