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CK41 DIRECT ACQUIRES RIGHTS TO MARKET NEW ABDOMINAL EXERCISER
Ab Machine to be Sold at a Lower Price than Most Fitness Equipment

WHITE PLAINS, NY – October 10, 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 abdominal fitness machine, the KrunchMaster[®] from P.J. Max Fitness, Inc. This machine will be sold at a lower price point than most fitness equipment in this category, most likely less than \$50. CK41 plans to develop a direct marketing campaign to launch the product in the first quarter of 2007.

The KrunchMaster is an amazing new patented device made up of nylon straps and Velcro stirrups that create the perfect abdominal workout by isolating the abs in a safe and effective way. This device is extremely portable for a great workout anywhere or anytime. The product comes with a net bag for easy transport and storage.

“We are extremely excited to have landed the exclusive rights to the KrunchMaster,” said Christine McDonald, chief executive officer of CK41 Direct. “The abdominal exercise equipment market averages in the hundreds of millions in gross sales per year. We at CK41 Direct, Inc. believe KrunchMaster will do very well within this category.”

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 and 30 minute product “shows” will incorporate entertainment, rather than just 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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