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**WILLIAMS WORLDWIDE TELEVISION ANNOUNCES THE SUCCESSFUL LAUNCH
OF BAREFOOT SCIENCE IN LATIN AMERICA**

Santa Monica, CA MARCH 16, 2007 – Williams Worldwide Television (WWTV), a global leader in Direct Response Marketing and International Distribution, announced yet another successful media test on their Media UNO program in Latin America, this time for the Barefoot Science Foot Strengthening System. Based on the positive results, WWTV will move forward with a full product roll-out campaign in collaboration with all the major distributors' in Latin America, currently slated for this spring.

“The success of The Barefoot Science Foot Strengthening System is truly a winning combination of a great product and strong media marketing support that has proven to work successfully once again. It’s a pleasure to bring to the international market a product that not only enhances the wellbeing of the consumer but also one that is of such a high-quality product,” said Sylvia Morales, WWTV Vice President.

The Barefoot Science Foot Strengthening System is not an orthotic device but a medically proven product. The product incorporates a unique and revolutionary dome design along with a series of inserts that progressively stimulate the center of the foot’s arch, triggering a reflex action in the muscles that strengthens the foot and lower leg muscles with each step. This allows those muscles to work together and stabilize the foot by aligning the bones there more efficiently, increasing stability and resulting in superior natural shock management. Traditional orthotics and other insole products merely offer artificial support and/or cushioning of the feet.

Williams Worldwide Television holds the International Distribution rights for The Barefoot Science Foot Strengthening System.

About Williams Worldwide Television:

Williams Worldwide Television is a global leader in Direct Response Marketing and International Distribution. WWTV has a 14-year history in the industry and consistently brings the best products at the best prices to distributors in Europe, Asia, and Latin America. Product

categories include fitness, kitchen/housewares, pet care and health & beauty. WWTV's Media UNO program contracts exclusive yearly media contracts with some of the regions best cable media, like Discovery, AXN, Animal Planet and The History Channel. WWTV's extensive DRTV background and track record with global sales has established the company as a powerhouse in the international community.

For more information on WWTV, please contact us or visit: www.williamsworldwidetv.com