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**DAVID ZIMMERMAN JOINS WILLIAMS WORLDWIDE TELEVISION AS
EUROPEAN SALES FORCE STATIONED IN GERMANY**

Santa Monica, CA – July 16, 2007 – Williams Worldwide Television is happy to announce new team member David Zimmerman. David, stationed in Germany, will be responsible for European sales as well as giving WWTV a presence on the ground in Europe. His proximity to European clients will provide superior personal service to both the distributors in the area as well as to suppliers who sell on the European continent and surrounding areas.

“I am thrilled to accept both the challenge and opportunity of working with top European distributors as a part of the highly regarded Williams’ team. I am firmly committed to furthering WWTV’s reputation as a top international distribution company and to applying my knowledge of sales strategy and the European market,” says David.

As part of the Williams team, David will handle day-to-day operations with European distributors, strengthen and develop key relationships in the region, as well as explore and analyze local market opportunities.

“We’re excited to have David’s vast experiences as part of the Williams Team. He will help with our overall strategy of offering our clients better customer service for all the products that we represent in the region,” says Alain G. Bransford, President & CEO of WWTV.

David comes to Williams with a strong sales background and intimate understanding of the European market. The experience, commitment and enthusiasm he brings to WWTV herald greater successes to come. David can be contacted at davidz@williamsworldwidetv.com.

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 Latin America’s 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