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**Williams Worldwide Television Announces Assignment of New Team Member,
Gustavo Vintimilla**

Santa Monica, CA – April 27 2007 – Williams Worldwide Television (WWTV) announces the assignment of new team member, Gustavo Vintimilla. Gustavo will now be handling all Latin American sales.

At WWTV, Gus will be responsible for managing Williams' network of key distribution partners in Latin America, Puerto Rico the Caribbean and evaluating current sales growth and market influences in each country to continue to maximize product sales across all product categories.

Gus Vintimilla brings to WWTV a strong background in the Latin American marketplace, vast knowledge of the industry, and solid relationships throughout the South American region. Having worked in the DRTV Latin American market for over four years, he understands the uniqueness of this market thoroughly.

"The transition to Williams is an exciting opportunity for me - their strength in Latin America is an amazing asset to work with. This position gives me a great chance to work with a dedicated and knowledgeable team of DR professionals. I'm very much looking forward to helping the company continue to grow their success," says Gus Vintamilla.

Prior to joining WWTV, Gus served as Vice President of Sales at *Products of Tomorrow*, where business ranged from product design and development, to sourcing and/or manufacturing, to multinational licensing deals for Direct Response products. There Gus consistently developed new and more efficient sales strategies, all while focusing on creating strong relations in the Latin market.

"We are very excited to have Gus join Williams's international sales team," says Alain Bransford, WWTV's President and CEO. "With his background and knowledge in Latin America DRTV, WWTV will continue to achieve a higher level of customer service in a very important Direct Response region."

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