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CONTACT: Alain Bransford, President & CEO
(310) 449-4506 x350

alainb@williamsworldwidetv.com

Osania Del Rio, Director of Marketing
(310) 449-4506 x330

osaniad@williamsworldwidetv.com

Williams Worldwide Television Announces Global Launch of JumpSnap – The World’s First Ever *Ropeless* Jump Rope!

Santa Monica, CA May 21, 2007 – Williams Worldwide Television (WWTV) is pleased to announce the global launch of JumpSnap, the newest evolution of a classic exercise. JumpSnap is the world’s first and only computerized *ropeless* jump rope that burns 300% more calories than a treadmill and 200% more than elliptical machines or stationary bikes. In the upcoming weeks, JumpSnap will be available for purchase to TV audiences across Europe, Asia, the Middle East and Latin America.

JumpSnap was invented by Brad LaTour to combat his frustration with the space requirements of using a traditional jump rope and the constant interruption of tripping on the rope. Several designs and years later, he has created the ultimate solution that alleviates the largest barriers to one of the greatest exercises of all time.

“I never get tired of receiving emails from customers who tell me how much JumpSnap has helped them lose weight. JumpSnap works because it’s based on the indisputable calorie burning benefits of the traditional jump rope. It appeals to any age or fitness level whether you workout at the gym at home or take it with you while traveling. I’m passionate about its effectiveness because I too lost 50 lbs and trimmed 6 inches off my waist using JumpSnap so I know firsthand that it works,” says Brad LaTour.

Already gaining success in the United States, JumpSnap has been featured in US Weekly, People Magazine, New York Magazine, Fitness Magazine, Elle Canada, The Washington Post, Women’s World Daily and on CBS’s The Early Show. The wide appeal is easy to understand - jump roping is one of the best workouts a person can do and this product makes it possible for anyone to use, regardless of age or exercise level. Since JumpSnap is small and portable, it is an excellent solution for those on the go or with limited workout and/or storage space.

“Numerous fitness products come and go but the jump rope has been used worldwide with proven effectiveness. Brad’s improvements to the jump rope enables people of all ages and sizes, with and without coordination, to use the product in even the tiniest of spaces. We look forward to JumpSnap’s global launch and expect the same appeal in the international market as what the product has seen here in the states,” says Osania Del Rio, Director of Marketing at WWTV.

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, the Middle East 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 visit: www.williamsworldwidetv.com