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**WILLIAMS WORLDWIDE TELEVISION ANNOUNCES THE ADDITION OF  
SUNNY CHOI AS INTERNATIONAL SALES MANAGER**

**Santa Monica, CA JANUARY 3, 2008 – Williams Worldwide Television (WWTV),** announces the addition of Sunny Choi as International Sales Manager. Sunny joins the WWTV team with 10+ years experience in international sales, distribution, and business development. Working with leading manufacturers (including Callaway Golf and Underwater Kinetics), Sunny has successfully developed sales channels in Canada, Europe, Latin America, and various Australasian regions.

Sunny holds a Bachelors Degree in Business Administration from California State University Fresno and an MBA from University of San Diego where he specialized in International Business. Furthermore, Sunny has additional academic training in Investigative Auditing and Environmental Regulation Enforcement from the California State Department of Conservation.

“We are extremely excited to have Sunny join the Williams team. His background and experience in International business and the relationships he has built over the years will add a new dimension to the company. His attitude towards sales and his dedication to customer service fits right in with our company culture, direction and focus. We welcome Sunny to the team and look forward to his growth with Williams Worldwide Television,” says Alain Bransford, CEO of Williams.

**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](http://www.williamsworldwidetv.com)