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**WILLIAMS WORLDWIDE TELEVISION ANNOUNCES THE SUCCESSFUL
LAUNCH OF TOTAL CORE THROUGHOUT LATIN AMERICA AND EUROPE**

Santa Monica, CA May 12, 2009 – Williams Worldwide Television (WWTV) announces the tremendous success of Total Core throughout Latin America, Europe and Australia. Initially launched in late 2008, the international response to the product has been phenomenal. The uniformly positive results in markets distinctively different geographically, culturally, economically, and politically, cement the winning potential of this hit product.

Total Core is an amazing abdominal exerciser that gives you a full 360-degree total core workout in one simple and continuous motion, all from a comfortable seated position. It works the front of your core including upper abs, lower abs, and side obliques plus lower back muscles and back of your core, all at the same time.

“The overwhelming response that we’ve seen to Total Core proves that everyone wants to get fit and this product packs the right mix of quality, value and results to make that happen. We knew from the start this product was going to be a hit and are proud to be a part of its international success,” says Caitlin Cooper, Marketing Manager at WWTV.

About Williams Worldwide Television:

Williams Worldwide Television is a global leader in Direct Response Marketing and International Distribution. WWTV has a 15-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:

<http://www.williamsworldwidetv.com>