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WWTV TO DISTRIBUTE NUWAVE PRO TO EUROPE, ASIA AND LATIN AMERICA

Santa Monica, CA March 11, 2010 – Williams Worldwide Television (WWTV) is happy to announce their partnership with Hearthware Home Products to bring the NuWave Pro Infrawave Oven to markets across the globe. In upcoming weeks, the NuWave Pro will be available for purchase across Europe, Asia, and Latin America.

By harnessing the power of conduction, convection, and infrared cooking, the NuWave Pro cooks foods thoroughly and quickly, up to 50% faster than traditional ovens and with only 30% of the energy.

“The NuWave Pro has a universal appeal that makes it a perfect fit for the global market. These days everyone is looking for a healthy solution that also saves time and money – that is exactly what this product delivers,” says Caitlin Cooper, Marketing Manager at WWTV. “Our international expertise means that consumers all over the world will soon be able to benefit from the combination of quality and value that the NuWave Pro offers.”

The NuWave Oven has been endorsed by the Cooking Club of America and recommended by the Health and Wellness Club. The product was ranked #4 on the Jordan Whitney 2009 Top 100 Infomercials and is consistently listed on the IMS Report’s Top 25.

About Williams Worldwide Television:

WWTV offers a simple, no-risk, turnkey solution for bringing infomercial products to the international marketplace. Long recognized as an industry leader with over 15-years of experience, Williams consistently brings the best products 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>