



FOR IMMEDIATE RELEASE

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 FEATURES WORLDWIDE DEBUT OF
AB-DOER® XTREME™ AT ERA'S 16TH ANNUAL CONFERENCE IN LAS VEGAS.**

Williams Worldwide Television partners with John Abdo as the exclusive international distributor for AB-DOER® Xtreme™.

Santa Monica, CA AUGUST 28, 2006 – Williams Worldwide Television (WWTV) is set to reveal the all-new AB-DOER® Xtreme™ at this year's 16th Annual ERA Conference (Booth #1009). With John Abdo, world-class fitness expert and inventor of the original AB-DOER® and AB-DOER® Xtreme™, present at the WWTV booth, industry professionals from around the world are making it a point to stop by.

The original AB-DOER® became the world's leading mid-section system shortly after its launch and sold over four million units globally. The long-awaited AB-DOER® Xtreme™ is what devotees across the world have been asking for and features several exciting improvements including contouring arm bars, rotating handles, and a folding seat-base – all with minimal assembly. The AB-DOER® Xtreme™ also includes new challenging fat-burning, midsection-reducing and back-strengthening DVD routines.

Says Osania Del Rio, Director of Marketing at WWTV, "John Abdo has made the AB-Doer® a household name around the world and has literally transformed the bodies of millions of people, young and old. With our international expertise and the brand-equity of the AB- DOER®, we knew we were at a great advantage. The overwhelming interest we have already received tells us our intuition was right."

"I'm extremely motivated to have The AB-DOER® Xtreme governed globally by Williams Worldwide Television. The new Doer system offers technologically advanced functionality over its predecessors. Testimonials and endorsements have poured in over the years substantiating the efficacy of The AB-DOER's unique design and benefits, supporting claims that this system is a total midsection system. The global market is ready for the new AB-DOER® Xtreme and I hope to see millions of more people walking around with flatter abs, trimmer love-handles and stronger healthier backs and spinal columns," says John Abdo.

John Abdo, the inventor of the AB-DOER® and AB-DOER® Xtreme™, is an internationally renowned authority in fitness and motivation. He has been a strength-training advisor to Olympic athletes, the US Football League, and the President's Council on Fitness and Sports. John Abdo has inspired millions all over the world to 'Become a Doer today'.

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 visit: www.williamsworldwidetv.com