



Williams Worldwide Television announces global launch of Dr. Grosso's Back Relief Belt

Santa Monica, CA June 8, 2006 – Williams Worldwide Television (WWTV) is pleased to announce the global launch of Dr. Grosso's Back Relief Belt, a custom lumbar support that utilizes a hidden pump to create exactly the support level you need. In the upcoming weeks, Back Relief Belt will be available for purchase to TV audiences across Europe, Asia, the Middle East and Latin America.

"We are thrilled to bring Back Relief Belt to our global markets – it is a unique product with a genuine product promise. WWTV greatly values the importance of delivering quality goods that improve the lives of consumers and this product fits perfectly into that category," 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 13-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