



Williams Worldwide Television signs BodyBuggy Contract.

SANTA MONICA, CA - Nov. 5, 2003 – Williams Worldwide Television (WWTV) announces the signing of their product licensing agreement with BodyBuggy™ co-inventors Eliot Geeting and Michael Rovere.

The agreement between Williams, Geeting and Rovere marks the beginning of a long-term two relationship between the parties and gives WWTV worldwide rights to produce, promote, and sell BodyBuggy™ (WINNER of ERA's New Product Showcase at the 13th Annual ERA 2003 at Paris Hotel, Las Vegas).

"BodyBuggy is by far the most unique fitness product I have come across; the range of capabilities with this machine is phenomenal. Mike and Eliot have done an amazing job in developing this product and we can't wait to bring it into the homes of people worldwide," said Alain Bransford, President of WWTV.

"We are really excited about what's happening with the BodyBuggy. We knew this product was special and we wanted to throw it out to the DR industry in a big way. The ERA show gave us the perfect opportunity to make a big splash. Winning the "Best Potential Infomercial" award and seeing the genuine interest we got from some of the big DR players confirmed the product's value. We look forward to working with Williams Worldwide TV to get the BodyBuggy to market and into the hands of consumers. We truly believe they're going to love it and benefit from it," said Mike Rovere and Eliot Geeting.

BodyBuggy is set to launch in late 2004.