

July 27, 2009

Thane Direct Canada Inc. Implements Voluntary Corrective Action Program Re Certain H2O Mop Steam Cleaners Due to Shock and Burn Hazard

Toronto, ON – The Electrical Safety Authority is notifying the public that Thane Direct Canada Inc. (“**Thane**”) has announced a voluntary corrective action program (the “**Program**”) with respect to the following consumer product. Consumers should unplug and stop using these products immediately.

Name of Product: H2O Mop® Steam Cleaners.

Units: Approximately 206,328.

Manufacturer: King Best - Zhongshan, (Model 808.092) and Maxx Concept – Dongguan, (Model OEM-TV-001).

Canadian Distributor: Thane

Hazard: The power cord can unexpectedly wear down and expose the wiring, posing a shock and burn hazard to consumers.

Incidents/Injuries: In Canada, Thane has received two reports from consumers who claim to have received shocks while using an H2O Mop. In the U.S.A., Thane has received 10 reports of incidents involving shock injuries and eight reports of incidents involving burn injuries.

Description/Models: The H2O Mop is an electrically-powered appliance for cleaning a variety of floor surfaces that uses microfiber or disposable cloths on a cleaning head through which steam is dispersed. H2O Mops are white with a purple water tank with the “H₂O” and “M” symbol printed on the top of the cleaning head. The model numbers of affected units are 808.092 and OEM-TV-001. This Program only includes H2O Mops with the

following reference numbers printed on the label on the back of the product: TDC03186 – 03317; M-TDC03305 – 03540, and M-H2OM1180 (“**Affected Units**”).

Sold by: Thane direct to consumers through television infomercials and on the Web, by TV Achats through its televised home shopping programs, and through retailers nationwide including Wal-Mart, Zellers, Loblaw, As-Seen-On-TV stores, and Linens N’ Things.

Dates distributed: The Affected Units were sold in Canada from June 2007 to September 2008.

Manufactured in: China

Remedy: Consumers should immediately stop using Affected Units and contact Thane to receive a free repair kit. Thane is sending repair kits to all consumers who purchased Affected Units directly from Thane.

Consumers should confirm whether they have one of the impacted units by checking the reference number, as well as matching both the reference number and model numbers provided.

Consumer Contact: Consumers may contact the company at 1-877-451-9759 anytime to verify whether they have an Affected Unit and to arrange to receive a repair kit at no charge. Consumers can also visit the firm’s Web site at www.h2omopservice.ca

Remarks: The Affected Units are certified to Canadian standards by ETL Intertek. For more information about the product certification process please visit: www.intertek.com

To view photos of the affected units, go to page (2)

July 27, 2009

