

*** FOR IMMEDIATE RELEASE**

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**INCREDIBLE DISCOVERIES SECURES NEW APPEARANCE ON QVC
FOR THE TORNADO™ AFTER RECENT “SOLD-OUT” SHOWING**

Deerfield Beach, Florida (March 19, 2007) -- [Incredible Discoveries](#), a leading DRTV company with multi-channel product distribution services, today announced that one of their newest discoveries, **The Tornado™**, will be returning to **QVC** after its recent sellout appearance.

Incredible Discoveries partnered with the creator of **The Tornado™** and implemented a strategy to bring this innovative product to market. **Incredible Discoveries** produced a high-quality infomercial for this unique **data transfer device** and then secured its debut and second appearance on the highly-rated live shopping network. **Incredible Discoveries** is currently airing and managing the highly successful infomercial campaign nationally.

After the recent **QVC** appearance, where **The Tornado's** sales were at a rate of \$22,000.00 per minute, the shopping network informed **Incredible Discoveries** that they will be showcasing the product again shortly.

“We are extremely excited about the results of **The Tornado's** appearance on QVC,” said **Doug Campbell, Vice President of Funding for Incredible Discoveries**. “Selling out in less than two minutes exceeded our expectations and we see tremendous potential for this product.”

About The Tornado™

This innovative data transfer device was awarded the *2007 Yahoo Last Gadget Standing Award* at the 2007 **Consumer Electronics Show (CES)**. It connects to two PCs, and automatically displays the entire contents of each PC enabling the user to quickly drag-n-drop their files and file folders from one machine to the other. Operating at USB 2.0 speeds, **The Tornado™** moves files 600 % faster than standard flash memory-based storage media. **The Tornado™** is pocket-sized and has retractable cables allowing it to be easily carried anywhere.

About Incredible Discoveries

Incredible Discoveries, a division of Immediate Capital Group, is a fully integrated production and investment partnership company that introduces new products to consumers through infomercial development and management. **Incredible Discoveries** offers funding opportunities for selected product manufacturers, in addition to multi-channel distribution options through their strategic partnerships with leading national and international retail distribution firms, catalog and credit card insert distribution firms and the country's highest rated live shopping networks. **Incredible Discoveries** hosts a team of dynamic professionals with years of direct response ingenuity and expertise. Their fresh innovative approach has lead to successful products launches including the **Black & Decker Infrawave Speed Oven**, the **Magic Juice Filter**, the **Didi Car**, and the **BodyBugg**. For more information about **Incredible Discoveries**, please visit their website at www.IncredibleDiscoveries.com.

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