

## COMPANY CREATES MASS CONSUMER DEMAND

*~ Ideavillage Products Corporation Develops Successful Product*

*Launches into Long Term Brands ~*

July 1, 2010— Supply and demand meets the marketing genius of Ideavillage Products Corporation. You've heard the slogan "As Seen on TV," Ideavillage Products Corporation has become one of the leading As Seen On TV merchandisers in the country by bringing leading edge products to the mass market. President and CEO of Ideavillage Products Corporation, Anand "Andy" Khubani is the master marketer behind many of today's top-selling TV products. Khubani is bringing new products to market and catapulting existing products in the marketplace, even in a struggling economy.

Originally conceived to be a dot-com, Ideavillage employs a unique business model which includes developing and distributing solution oriented products via direct response television and the internet before the products hit store shelves. You've heard of "Smooth Away," "Loud and Clear" and "Strap Perfect," these are all products Khubani helped pioneer. "Do they work...Yes!" says Khubani. Khubani adds, "Ideavillage's due diligence on product innovation is deep and wide. From clinical trials to test markets, no product goes into mass distribution without passing rigorous scrutiny and quality controls."

***About Anand Khubani:*** Anand Khubani started his career in 1990 at TeleBrands, his brother's company. While there, he helped pioneer the "As Seen on TV" category at retail and became Wal-Mart's Category Advisor for all TV products. Ten years later, Khubani formed his own company; Ideavillage Products Corp. Khubani is responsible for the Company's product development, corporate strategy, and marketing. His relentless search of voids in the marketplace is his primary business strategy; identifying consumer trends before other companies are aware of these opportunities and capitalizing on these trends through innovative product solutions. In the time since Ideavillage began, the company has become a \$250-million enterprise.

***About Orca Communications Unlimited, LLC:*** Orca Communications Unlimited, LLC is a public relations firm based in Phoenix, Arizona specializing in authors and experts. For more information, interview requests, or hi-res images please contact Wendy Roberts, Publicist, Orca Communications Unlimited at [wendy@orcapr.com](mailto:wendy@orcapr.com).