

INCREDIBLE DISCOVERIES IS NOT A SCAM!

August 28, 2007

Hello,

I am Robert Danoff, a former employee of Incredible Discoveries.

In April 2004, I was terminated by Incredible Discoveries for continually declining performance. I was angered by my termination, most particularly the way in which it was handled. Following my termination, I felt angry towards Incredible Discoveries and its affiliate entities.

As a result of my disgruntled stance towards Incredible Discoveries, I began posting under a variety of pseudonyms on a website known as www.ripoffreport.com. The allegations I lodged against Incredible Discoveries and its affiliated entities were entirely false and misleading. Fueled by anger, bitterness, and resentment, I wrongfully accused Incredible Discoveries of being a "scam" or "boiler room operation." The truth is, I personally served as President for one of the affiliated entities known as Park Bench Productions, Inc. During my tenure as President of Park Bench Productions, Inc., I utilized scripts which I personally read and approved for a company known as Great Buys Television. I never objected to the script, and I trained several individuals as to how to best implement the script to comport with the business model of Great Buys Television.

I performed additional work for other affiliate entities and during my eight (8) years of employment with either Incredible Discoveries or its affiliate entities, I never once complained either orally, or in writing, about any business practices or ethical concerns. I never reported observing any ethically questionable conduct. I never personally observed any inappropriate businesses practices on the part of either Incredible Discoveries, or any of its affiliate entities.

I wholeheartedly and sincerely apologize to Incredible Discoveries and its affiliate entities, as well as their respective employees, officers, directors, and shareholders for the malicious statements which I posted on the internet both through the website known as www.ripoffreport.com, or in my own name, or under the pseudonym "Jim Tatum." I have absolutely no knowledge about the management or business practices of Incredible Discoveries. Any adverse statements which I previously directed at either Mark Alfieri or Incredible Discoveries and its affiliate entities, were made in anger, and **not** predicated on any direct knowledge.

Based upon my personal experience at Incredible Discoveries, I can confirm that infomercials inherently involve some level of risk, and that Incredible Discoveries is in no way a "scam" or "boiler room operation." Upon further reflection, it is important to

note that Incredible Discoveries is in no way designed to harm businesses and in fact, operates under a business model wherein it actually forms a type of limited partnership with each and every client. This unique format allows business owners to have their products featured in an infomercial without paying the standard, six figure production fee. In return, Incredible Discoveries receives a small percentage of sales in the hope of recuperating its substantial investment of time, resources and expertise.

I categorically retract any and all previous suggestions that Incredible Discoveries is involved in any illegal or ethically questionable business practices. Over the course of the past three years, Incredible Discoveries has emerged as an industry leader in infomercial production.

Once again, **Incredible Discoveries is absolutely not a "scam" or "boiler room operation."**

Respectfully,

A handwritten signature in black ink, appearing to read 'Robert D. Danoff', written in a cursive style.

Robert D. Danoff