

Marketing Expert, Kim Banchs, Joins Incredible Discoveries to Expand the Infomercial Company's Multi-Channel Distribution Alliances

DEERFIELD BEACH, Fla. – Sept. 22 (SEND2PRESS NEWSWIRE) – Incredible Discoveries today announced they have appointed marketing expert, Kim Banchs as the Vice President of Product Sales. In this role she will head up a newly created division, entitled Incredible Discoveries Distribution Services (IDDS).



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Banchs brings an impressive wealth of experience to Incredible Discoveries, where she will be responsible for expanding product penetration beyond the vast infomercial audience. Banchs will be working with Incredible Discoveries' strategic partners at leading national and international retail distribution firms, catalog and credit card insert distribution firms and the country's highest rated live shopping networks to create important new opportunities for the firm's product discoveries.

Banchs spent the past seven years with Transactional Marketing Partners

(TMP), where she was in charge of product acquisition and marketing coordination for products. At TMP, she conceived of and built a division under TMP, called Product Partners, which was headquartered in Tampa to bring products to the live shopping world via Home Shopping Network.

As a graduate of Penn State, Banchs began her career with an impressive retail run, first as manager of a chain of women's stores. She later joined Saks Fifth Avenue as a department manager, and was then promoted to buyer. She ventured into the direct response industry in 1991, when she was hired by QVC and worked in the fitness, hardware and licensed sporting goods areas. She was promoted in 1994 to buyer and spent a year at QVC's operation in London. Banchs returned to the United States operation and remained there until 1998, when she took a position with the New York-based infomercial agency, Tactica.

"We are very excited about the addition of Kim Banchs to our team. Her vast experience is a perfect complement to our company, and her presence has already expanded and enhanced our product marketing efforts through multiple distribution channels," said Mark Alfieri, Managing Director for Incredible Discoveries.

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. ID 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. ID hosts a team of dynamic professionals with years of direct response ingenuity and expertise. Their fresh, innovative approach has led to successful products launches including the Black & Decker "Infrawave Speed Oven," the Magic Juice Filter and the Didi Car.

Website: www.IncredibleDiscoveries.com.

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