

## **SUPERCLOTH Makes a Triumphant Return to QVC on Earth Day**

*For immediate release*

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**ZINA International** debuted this product on QVC, Live Television Shopping almost a decade ago and over the years more than 2 million SUPERCLOTHS have been purchased by loyal customers around the world.

As we celebrate Earth Day 2009, the SUPERCLOTH makes its return to QVC, after more than a year, to tremendous success. **During a 7 minute airing on QVC on Earth Day, sales exceeded \$100,000.** Imported from Italy, the SUPERCLOTH is the perfect "Green" cleaning product because all you need is water; no need for cleaners or harsh chemicals. It's perfect for cleaning any surface such as glass, stainless steel, chrome, wood and many others.

One of QVC's Hall of Fame products for longevity and successful sales on the air, the SUPERCLOTH was first brought to live TV shopping in 2000 by Joseph Mezzina, President of ZINA International. "The Supercloth is a timeless product. When we first brought the SUPERCLOTH to QVC many years ago, we were already promoting 'going green' before it was popular in our culture. QVC is the perfect environment to demonstrate the wonderful cleaning properties of this product", says Mezzina.

Since the launch of the SUPERCLOTH, ZINA has brought hundreds of innovative, quality products to QVC in all product categories including HARDWARE, PROBLEM SOLVERS, HOME DÉCOR, KITCHEN, FOOD, TOYS, ELECTRONICS, PET AND FASHION. The Product Team at ZINA is always in search of the next great idea.

*Zina International is a leading provider of full service marketing solutions that enable brand manufacturers, suppliers and lifestyle product companies to successfully engage in live television shopping. We provide a wide range of solutions for our partners through our integrated offering of services including product sourcing, development, manufacturing, branding, logistics, and live television marketing. With a combined 40 years experience in product sales and marketing, ZINA is the premier provider of cutting edge solutions to the industry. For more information please contact Caitlin Florance, Product Research and Development Coordinator, ZINA International 201-842-0222.*