
Marathon Projects Ltd.

Swivel Sweeper Sweeps Up Marathon Projects As Licensing Agent

(Midland Park, NJ - September, 2010) Ontel Products Corporation, a pioneer in the “As Seen On TV” industry and the maker of innovative and easy to use products such as the Swivel Sweeper, the Iron Gym and Dryer Balls, has appointed Marathon Projects as licensing agent for its Swivel Sweeper brand. Marathon Projects will develop and oversee the licensing program focused on licensing the Swivel Sweeper brand for Toy Vacuum Cleaners/Toy Sweepers, Swimming Pool Vacuum Cleaners/Robotic Sweepers, Central Vacuums, Lawnmowers and Window Cleaning Tools.

Craig Kalter, President of Marathon Projects said, “The Swivel Sweeper has become the quintessential household tool for carefree cleaning. By developing a complimentary line of licensed Swivel Sweeper branded products, our objective is to extend the company promise of “Faster, Easier, Better” to other cleaning related products.”

“Swivel Sweeper has been one of our most successful products with sales in excess of 10,000,000 units. The Swivel Sweeper brand has become much more than just a cleaning product, it is innovative, easy to use and makes people’s lives more enjoyable when it comes to cleaning. Providing quality products with these desirable features has always been our goal as a corporation. Through our Swivel Sweeper licensing program, we look forward to partnering with manufacturers in order to leverage the strong brand awareness that Swivel Sweeper has established in the consumer marketplace.” commented Chuck Khubani, President of Ontel Products.

About Ontel Products Corporation

Founded in January 1994 by Chuck Khubani, Ontel Products Corporation quickly became a multi-million dollar business and a leader in the direct response & retail industry. With innovations such as the short form infomercial and products such as Swivel Sweeper, the Iron Gym and Dryer Balls, Ontel’s products are recognized and used all over the world.

Ontel’s broad range of operations allows for the constant development and distribution of innovative products. Our continued success reinforces our reputation as an honest, reliable company that others want to do business with. For more information, please visit www.ontelproducts.com.