AFFIDAVIT OF SAM R. CATANESE

State or Commonwealth of **Pennsylvania**
County of Chester

I, Sam R. Catanese, being duly sworn or affirmed, state:

1. I am the founding publisher of the IMS Report and a former president and chief executive officer of Infomercial Monitoring Service (IMS).

2. From 1986 through 2025, I monitored and analyzed direct response television (DRTV) advertising, including long-form infomercials and short-form commercials.

3. Based on my review of the monitoring reports and my professional experience, Telebrands had more distinct DRTV hit products over that period than any other company I monitored. Telebrands has been the Number One Marketer of products sold on National TV for nearly 40 years.

The statements above are true to the best of my knowledge and belief.

Sam R Catanese

Sam R. Catanese

Date 10/30/26

Signed and sworn to (or affirmed) before me on October 30, 2026 by Sam R. Catanese.

Signature of notarial officer

Commonwealth of Pennsylvania - Notary Seal
Tavia Renee Jeffcoat, Notary Public
Montgomery County
My Commission Expires August 19, 2028
Commission Number 1375908

Title of office Notary Public Commission expires August 19, 2028

Official stamp or seal