



CONTACT David Mills
The Buzz Farm, Inc.
Phone: 718-309-5277
Email: media@thebuzzfarm.com

HUMAX USA LAUNCHES SHOPHUMAX.COM DIRECT SALES WEBSITE

Web Portal Designed and Developed by The Buzz Farm Provides In-depth Product Information and Opportunity for Consumers to Purchase Direct from the Manufacturer

Las Vegas, NV – January 8, 2007 – HUMAX USA, the “Easy Digital” company, today announced that its LD2060 LCD TV with a Fully Integrated DIRECTV® Receiver is now available for direct purchase at ShopHUMAX.com. Sales momentum of the LD2060 has grown since its retail launch in June 2006, and it remains the only standalone product to offer DIRECTV® customers a simple way to add a mid-sized flat panel television without the additional wires and clutter of an external receiver.

“ShopHUMAX.com provides consumers with a new way of purchasing products from HUMAX USA,” said J.D. Fulks, HUMAX USA’s product marketing manager. “This website, designed and developed by The Buzz Farm, like all of our products, was created to bring high-quality and enjoyable conveniences to the marketplace.”

In addition to the purchase option, visitors of ShopHUMAX.com can explore the one-of-a-kind LD2060 by viewing lifestyle images, examining unique benefits, aesthetic qualities, and technical specifications, all in an interactive environment. Consumers can also take advantage of promotions that leverage seasonal sports and other programming as well as holiday offerings.

For all media inquiries, please contact The Buzz Farm at 718.309.5277, or email media@thebuzzfarm.com.



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About HUMAX

Founded in 1989, HUMAX Co. Ltd of Korea is one of the world's leading digital satellite set-top box manufacturers, exporting its products to more than 90 countries around the globe. Listed on the Korean stock exchange (KOSDAQ), the company's international headquarters and research and design facilities are based in Korea with offices in Australia, Germany, India, Italy, Japan, the UK and the US. Production facilities are located in Korea, India, China and Poland. For additional information please visit www.humaxusa.com or contact their public relations agency The Buzz Farm at media@thebuzzfarm.com.

About The Buzz Farm

The Buzz Farm is a strategic advertising and communications agency that creates and manages integrated online and offline communications solutions for its clients. The agency, founded in 2005, is headquartered in Bayside, New York, and is backed by a team of dynamic creative, marketing and technology professionals. The combination of its results-oriented strategies and unwavering appreciation of branding principles sets The Buzz Farm apart from conventional boutique advertising agencies, design firms, and consultants. For additional information, please visit www.thebuzzfarm.com or contact The Buzz Farm at media@thebuzzfarm.com.