



# IDR Launches Official Hoodia Gordonii Website.

Internet Direct Response, Inc., January 30, 2005

**URL:** <http://www.pr9.net/health/weightloss/1456january.html>

*Internet Direct Response, Inc (IDR) announces it has launched the Official site for the new dietary supplement product Hoodia Gordonii. The new website is located at [www.officialhoodia.net](http://www.officialhoodia.net) and offers information as well as online sales capability for visitors.*

PR9.NET January 30, 2005 - Internet Direct Response, Inc is a leader in providing highly effective product websites to its Direct Response clients. IDR has now announced that it will be entering the competitive Hoodia Gordonii weightloss market. This new product called Hoodia Gordonii, was discovered in South America and is used by the San Bushman as an appetite suppressant during long journeys.

IDR plans to position Hoodia as the top weightloss product of 2005, by strategically placing its highly effective website in the top of the popular search engines. The IDR team utilizes a calculated mix of professionally designed websites, a custom designed intuitive order navigation system, and a highly complex proprietary sales analysis tool.

The new website <http://www.officialhoodia.net> will be positioned in SEO and PPC programs in Google, Yahoo and MSN, making it the most recognized website for Hoodia Gordonii information.

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## **About Internet Direct Response, Inc.**

Internet Direct Response, Inc is a leader in Internet marketing strategies for Direct Response product companies. We provide turn-key services for handling all aspects of our client's Internet campaigns.

<b>Phone:</b>	919-303-8615
<b>FAX:</b>	919-303-8615
<b>Website:</b>	<a href="http://www.internet-direct-response.com">http://www.internet-direct-response.com</a>
<b>E-Mail:</b>	<a href="mailto:sales@internet-direct-response.com">sales@internet-direct-response.com</a>
<b>Address:</b>	4909 Rhythm Drive Apex, NC 27539