



**NORTHERN LIGHTS  
DIRECT RESPONSE TELEVISION**

## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

**May 31, 2007**

### **NORTHERN LIGHTS BRINGS BACK THE WILD WEST WITH A DRTV CAMPAIGN FOR GUNSMOKE**

TORONTO: Northern Lights Direct Response Television is taking consumers back to the American Frontier with a direct response television (DRTV) campaign promoting the 50<sup>th</sup> Anniversary DVD Edition of *Gunsmoke*.

The campaign, which includes a 120- and 60-second DRTV commercial, was created for BMG Columbia House as part of their promotion of the Columbia House TV on DVD club.

“Based on past success, we believe DRTV is the perfect way to let consumers know about the special anniversary edition of a classic, award-winning and successful television series,” says Dawn Hyde-Burger, Manager of Customer Acquisition Marketing for BMG Columbia House.

Ian French, President and Executive Creative Director for Northern Lights, is excited about the campaign launch. “This DRTV campaign will reach the many fans of western dramas, and build the Columbia House brand as *the* leading direct marketer of DVD’s.”

The campaign will roll out this week.

**Northern Lights Direct Response Television** is a leading brand-based DRTV agency in North America, providing strategy, media, creative and production services. Clients include **ING DIRECT, Manulife Financial, Sports Illustrated, Lavalife, Bell, TD Bank Financial Group, DIRECTV, Scholastic** and **Yves Rocher**.

The **Columbia House DVD Club** offers over 9,500 titles, including today’s biggest blockbusters, as well as must-have classics from most of the major movie studios. TV on DVD features an ever-growing library, featuring classic and contemporary television series for the avid collector or the casual fan. Columbia House features the latest releases the same day they are available in stores and offers members the convenience of purchasing through club magazines or online at [www.columbiahouse.com](http://www.columbiahouse.com).

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