



**NORTHERN LIGHTS
DIRECT RESPONSE TELEVISION INC.**

PRESS RELEASE

FOR IMMEDIATE RELEASE

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NORTHERN LIGHTS CREATES DRTV CAMPAIGN FOR ASTRIVE STUDENT LOANS

TORONTO: Northern Lights Direct Response Television has completed a direct response television (DRTV) campaign for First Marblehead™ to promote Astrive Student Loans. The campaign hits the air this month. Media is being managed by Tower Media in Chicago and Northern Lights.

“We expect this DRTV campaign to appeal to the many students who are concerned about how they will fund their college education,” says Laurie McLachlan, Vice President of Direct Marketing Services, First Marblehead™.

The 60- and 120-second DRTV commercials communicate the core benefits of Astrive Student Loans, specifically the fact that students do not have to pay back their loans until after they graduate.

Ian French, President and Executive Creative Director of Northern Lights, believes DRTV is the ideal medium to market this product. “DRTV has been very effective for companies in the financial sector that want to reinforce their brand while simultaneously delivering a strong ROI,” says French. “Astrive is a product that fulfills a growing need in the young population by providing a solution that is more cost-effective than the alternatives, and we’re very excited by the creative and pure direct response mechanisms we have included.”

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, BMG Columbia House, Sports Illustrated, Bell, Manulife Financial, TD Bank Financial Group, DIRECTV, Scholastic** and **Yves Rocher**.

First Marblehead™ provides outsourcing services for private, non-governmental education lending in the United States. The Company helps meet the growing demand for private education loans by providing national and regional financial institutions and educational institutions, as well as businesses and other enterprises, with an integrated suite of design, implementation and securitization services for student loan programs tailored to meet the needs of their respective customers, students, employees and members.

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