



**NORTHERN LIGHTS  
DIRECT RESPONSE TELEVISION**

## PRESS RELEASE

**FOR IMMEDIATE RELEASE**  
**September 20, 2006**

### **NORTHERN LIGHTS CREATES CAMPAIGN FOR FUTURE STEEL'S DRTV DEBUT**

TORONTO: Future Steel Buildings will make its first foray into direct response television (DRTV) with a campaign created by Northern Lights Direct Response Television.

The campaign for Future Steel, a provider of easy-to-assemble metal building kits and pre-fabricated buildings, will consist of a 60-second spot, as well as a 30-second cut-down version.

Sean Keenan, Vice President of Marketing for Future Steel, is excited to be working with Northern Lights on this important new venture into DRTV. "We added DRTV to our marketing mix to widen our reach and take our marketing efforts to a new level," Keenan says. "Their experience in creating and managing successful DRTV campaigns, and their passion for building our business, make Northern Lights the ideal partner."

"Our primary goal is to significantly increase the number of qualified leads and thereby boost sales for Future Steel," says Ian French, President and Executive Creative Director of Northern Lights. "However, we also want the campaign to help build the Future Steel brand. We want viewers to think of Future Steel first when they consider purchasing a steel building for use as a shed, backyard garage or workshop."

The campaign is set to rollout in the U.S. market on October 2, 2006.

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

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For further information:

Ian French, President & Executive Creative Director, Northern Lights Direct Response Television.  
Phone: (416) 593-6104, x223. Email: [ian@nldrte.com](mailto:ian@nldrte.com). Website: [www.nldrte.com](http://www.nldrte.com).