



**NORTHERN LIGHTS
DIRECT RESPONSE TELEVISION**

PRESS RELEASE

FOR IMMEDIATE RELEASE

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NORTHERN LIGHTS CREATES INTEGRATED DRTV AND DR RADIO CAMPAIGN FOR GREY POWER

TORONTO: Northern Lights Direct Response Television has announced the launch of a new direct response television (DRTV) and direct response radio (DR radio) campaign for Grey Power Insurance Brokers. The creative, production and media buy for the campaign are being handled by Northern Lights.

The campaign includes 120- and 60-second DRTV commercials, as well as 60- and 30-second DR radio spots.

Grey Power Insurance Brokers specializes in providing auto, home and other insurance products to meet the needs of Canadians 50 years of age and over. Their insurance products are underwritten by Trafalgar Insurance Company of Canada.

“Given the success of Grey Power’s first two DRTV campaigns created by Northern Lights, it made sense for us to continue our partnership with them,” says Catherine Smola, Vice President for Trafalgar Insurance Company of Canada. “They have demonstrated a remarkable ability to create DRTV campaigns that deliver an excellent ROI while simultaneously building brand.”

Both the television and radio commercials begin with a humorous depiction of poor driving. A host then asks the question, “You don’t drive like them, so why are you paying the same insurance premiums as them?”

According to Ian French, President and Executive Creative Director, the lighthearted humour is an effective way to communicate Grey Power’s competitive advantage – their ability to offer excellent rates for people over 50 with good driving records.

The campaign will roll out January 15, 2007.

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

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