



**NORTHERN LIGHTS
DIRECT RESPONSE TELEVISION**

PRESS RELEASE

FOR IMMEDIATE RELEASE

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NORTHERN LIGHTS CREATES FIRST DRTV CAMPAIGN FOR HCI DIRECT

TORONTO: Northern Lights Direct Response Television has completed the debut direct response television (DRTV) campaign for HCI Direct, a direct marketer of beauty, health and fashion products.

The campaign includes a 120- and 60-second DRTV commercial for Silkies Enriche™ Ageless Moisturizer, part of HCI Direct's luxury anti-aging skincare line.

"We selected Northern Lights for their extensive knowledge and experience in DRTV and brand protection," says Karen Arbegast, Vice President, Marketing and Customer Service for HCI Direct. "As a premier global direct marketing company of high quality products, we require that level of expertise."

Ian French, President and Executive Creative Director, believes Silkies Enriche™ is well-suited for DRTV. "Silkies Enriche™ is a clinically proven, all-in-one, anti-aging moisturizer that also protects skin from the sun. This, in combination with a strong offer and well-recognized brand, makes DRTV ideal for this product," says French.

The campaign will roll out this month.

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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