



**NORTHERN LIGHTS
DIRECT RESPONSE TELEVISION**

PRESS RELEASE

FOR IMMEDIATE RELEASE

March 8, 2007

NORTHERN LIGHTS TO PRESENT ON DRTV FOR FINANCIAL SERVICES

TORONTO: Sandy French, CEO of Northern Lights Direct Response Television, will be presenting a free webcast for the *Insurance Marketing Communications Association (IMCA) Leadership Series of Webcasts* on direct response television (DRTV) for financial services companies. He will be co-presenting with the agency's Director of Business Development, Tom Wilmarth.

How Financial Services Companies Use DRTV to Drive Sales and Build Brand

The science and strategy behind today's most successful brand-based DRTV campaigns

Date: Thursday, March 15, 2007

Time: 1:00 pm EST / 10:00 am PST

Duration: One (1) hour

Registration can be completed online at www.imcanet.com by clicking on *Webcast: Drive Sales with DRTV*.

Five years ago, most financial services companies would not consider using DRTV to market their products or services. Today, ING DIRECT, Manulife Financial/John Hancock, New York Life, Countrywide Insurance Services, Progressive, Allstate, and Capital One have all made DRTV an essential part of their marketing mix.

The reason is simple. They have discovered brand-based DRTV – commercials that combine the 'science of response' with the 'art of brand', and deliver an extraordinary ROI while simultaneously building brand.

This timely and important session will reveal the science and strategy behind some of today's most successful brand-based DRTV campaigns, specifically in the financial services sector. These are campaigns that have shattered expectations, delivering exceptional ROI's, while raising awareness and strengthening brand.

Using real world case studies, participants will learn:

- › What is brand-based DRTV?
- › Who in financial services is using DRTV and why?
- › Which financial services products work in brand-based DRTV, and which do not?
- › Four tips to producing successful brand-based DRTV.
- › Three deadly mistakes to avoid.
- › How does DRTV media work?
- › How much brand-based DRTV costs.



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**.

The **IMCA** is an international organization of insurance communications professionals who specialize in marketing, marketing communications, advertising, sales promotion, and public relations. Membership includes some of the largest multi-line insurance companies and brokerage firms in the country, regional and specialty companies, general agencies, and prominent industry suppliers.

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For further information:

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