



**NORTHERN LIGHTS  
DIRECT RESPONSE TELEVISION**

## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

**September 19, 2007**

### **NORTHERN LIGHTS HIRES NEW VICE PRESIDENT**

TORONTO: Northern Lights Direct Response Television is pleased to announce the appointment of Jack McFadden to the position of Vice President.

McFadden joins Northern Lights from Pepsi-Cola where he held a number of executive sales, operations and marketing positions, including his most recent role as Vice President of Sales. The addition of McFadden to the executive team is another element of the agency's strategic growth plans in the North American marketplace. In his new role, McFadden will work closely with COO, Luc Bourgon, and focus on managing the client service operations for Northern Lights' growing list of Fortune 1000 clients in both the U.S. and Canada.

"We are delighted to have an executive with the reputation and experiences of Jack join our team," says Bourgon. "His varied background, which includes strategic development, client service and campaign management, will enable us to accelerate the expansion of our Canadian and U.S. business."

McFadden is energized by the opportunity. "Northern Lights is one of the premier DRTV agencies in North America. We offer our clients a 'one-stop shop' by producing integrated campaigns across television, radio, online and print that produce measurable results. I'm thrilled to be joining such a dynamic organization," says McFadden.

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

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