



NORTHERN LIGHTS DIRECT RESPONSE

PRESS RELEASE

FOR IMMEDIATE RELEASE

March 6, 2008

LAVALIFE DR RADIO CAMPAIGN TARGETS SINGLES

TORONTO: Lavalife Corp. has taken its Voice and online dating services to the airwaves with its first direct response radio campaign created by Northern Lights Direct Response.

The campaign consists of two 30-second radio commercials. One is for the Lavalife Voice phone service, and the other for Lavalife's popular online dating service, <http://www.lavalife.com>.

"We chose radio to complement the successful DRTV campaign Northern Lights created for Lavalife last year," says Stephanie Barrington, Vice President, Consumer Marketing for Lavalife.

Ian French, President and Executive Creative Director, believes Lavalife made the right decision to go beyond television and into radio. "The same principles that apply to DRTV also apply to DR radio, and by strictly adhering to Lavalife's brand standards, we expect the radio campaign to do as well as the DRTV campaign," says French.

Northern Lights Direct Response is a leading brand-based direct response agency in North America. We offer full turnkey strategy, media, creative and production services in the U.S. and Canada for Direct Response Television, Direct Response Radio and Direct Response Online campaigns. Clients include: **Manulife Financial, BMG Columbia House, Plan Canada, Sports Illustrated, Bell, TD Bank Financial Group, DIRECTV, Scholastic and Yves Rocher.**

Lavalife is ranked the #1 website for online dating in Canada* and is ranked among the top 10 worldwide dating sites**. A leading provider of products and services designed for singles, Lavalife connects, engages and entertains through a variety of web, voice and mobile communities. Founded in 1987, Lavalife Corp. markets its products and services across the United States, Canada and Australia. Lavalife's open-minded approach to online dating allows singles to choose how they want to "click" by offering three unique and distinctive services in personals: dating, relationships and intimate encounters. Lavalife has attracted millions of unique members who exchange 1.3 million messages every day. . For more information, visit <http://www.lavalife.com>.

*Source: Combination of comScore Media Metrix and Lavalife. Lavalife estimates that it ranks #1 in Canada when publicly quoted statistics are adjusted to reflect traffic assigned to other web sites.

** Source: Combination of comScore Media Metrix and Lavalife. Lavalife estimates that it ranks in the top 10 worldwide when publicly quoted statistics are adjusted to reflect traffic assigned to other web sites.

-30-

For further information:

Ian French, President and Executive Creative Director, Northern Lights Direct Response.

Phone: (416) 593-6104, x223. Email: ian@nldrvtv.com. Website: www.nldrvtv.com.