



**NORTHERN LIGHTS
DIRECT RESPONSE TELEVISION**

PRESS RELEASE

FOR IMMEDIATE RELEASE

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NORTHERN LIGHTS CREATES DRTV CAMPAIGN FOR MANULIFE FINANCIAL

TORONTO: Northern Lights Direct Response Television has created a new direct response television (DRTV) campaign for Manulife Financial's Flexcare individual health insurance product. This campaign, set to roll out January 8, is the latest in a series of DRTV campaigns that Northern Lights has created for the Flexcare brand over the past five years.

"DRTV is an excellent medium for generating qualified leads from Canadians looking for an affordable plan that safeguards them from healthcare expenses not covered by government healthcare plans," says Bob Doyle, Director, Strategic Marketing, Affinity Markets for Manulife Financial.

"These campaigns are successful because the commercials embody the Flexcare brand while utilizing proven DRTV principles," says Ian French, President and Executive Creative Director of Northern Lights. "Manulife Financial wants their advertising to deliver a measurable ROI, and DRTV does exactly that."

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, BMG Columbia House, Lavalife, Bell, TD Bank Financial Group, DIRECTV, Scholastic** and **Yves Rocher**.

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