



NORTHERN LIGHTS DIRECT RESPONSE

PRESS RELEASE

FOR IMMEDIATE RELEASE

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MANULIFE FINANCIAL LAUNCHES FIRST DRTV CAMPAIGN FOR COVERME™ LIFE INSURANCE

TORONTO: Northern Lights Direct Response has created Manulife Financial's first CoverMe Life direct response television (DRTV) campaign.

The 120- and 60-second DRTV commercials focus on the key features of affordability, and how quick and easy CoverMe Life insurance is to obtain.

Northern Lights also created the DRTV campaign for Manulife Financial's Flexcare® health and dental insurance which began airing in early January.

"We have found DRTV to be a very cost-effective acquisition tool for our Flexcare program and we expect it to be just as effective for CoverMe Life insurance," says Bob Doyle, Director, Strategic Marketing, Affinity Markets for Manulife Financial.

Ian French, President and Executive Creative Director for Northern Lights, believes DRTV is ideal for CoverMe. "This DRTV campaign reinforces the stature of the brand and effectively highlights the benefits of CoverMe Life insurance," says French.

The campaign rolls out this week.

Northern Lights Direct Response is a leading brand 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, Lavalife, Sports Illustrated, Bell, TD Bank Financial Group, DIRECTV, Scholastic** and **Yves Rocher**.

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