



**NORTHERN LIGHTS
DIRECT RESPONSE TELEVISION**

PRESS RELEASE

FOR IMMEDIATE RELEASE

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PLAN CANADA FORGES DRTV PARTNERSHIP WITH NORTHERN LIGHTS

TORONTO: After a formal agency review, Plan Canada (founded in 1937 as Foster Parents Plan) has awarded its creative, production and media account for its 2007/2008 direct response television (DRTV) campaign to Northern Lights Direct Response Television.

Plan Canada is looking to Northern Lights to build on their current DRTV campaign and assist them with their brand-building efforts. Northern Lights will create both long- and short-form commercials.

“We selected Northern Lights because of their unique service offering,” says Becky Crampton, Plan Canada’s Director of Marketing. “Not only do they have a long and impressive track record in DRTV, but also an intimate understanding of market strategy and brand-building.”

Ian French, President and Executive Creative Director of Northern Lights, looks forward to working on this very important initiative for Plan Canada. “Raising awareness for significant causes, such as improving the quality of life for children, their families and communities in developing countries, brings great meaning and pride to the team at Northern Lights,” says French. “We’re absolutely thrilled to have a role in helping Plan Canada carry out their mandate.”

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

Plan, one of the world’s largest international child-centred development organizations, works to help improve the lives of children and their communities in more than 45 of the world’s poorest countries and aims to assist people in breaking out of the cycle of poverty. It has no religious, political or governmental affiliation. For more information on **Plan Canada**, please visit www.plancanada.ca.

-30-

For further information:

Ian French, President and Executive Creative Director, Northern Lights Direct Response Television.
Phone: (416) 593-6104, x223. Email: ian@nldrvtv.com. Website: www.nldrvtv.com.