



**NORTHERN LIGHTS  
DIRECT RESPONSE TELEVISION**

## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

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### **NORTHERN LIGHTS LAUNCHES SPECIALTY CATALOG CORP. DRTV CAMPAIGN**

TORONTO: Sexy, sassy and sensational wigs and hairpieces are back! Northern Lights Direct Response Television has completed a drive-to-web direct response television (DRTV) campaign for Specialty Catalog Corp.

The colorful and lively 60-second DRTV commercial directs African-American women to the *Especially Yours* online store, [www.eywigs.com](http://www.eywigs.com). Visitors can request a catalog or order fashionable wigs and hairpieces directly from the website.

“Our online store offers customers a wide assortment of styles and the latest celebrity brands, and our products are affordable and backed by a 100 percent satisfaction guarantee,” says Jessie Bourneuf, President of Specialty Catalog Direct.

Ian French, President and Executive Creative Director, is optimistic about the DRTV campaign. “In addition to driving online sales and catalog orders, this campaign reinforces the *Especially Yours* brand as the leading direct marketer of wigs and hairpieces for African-American women,” says French.

The campaign rolls out in the U.S. this week.

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

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