



**NORTHERN LIGHTS
DIRECT RESPONSE TELEVISION**

PRESS RELEASE

FOR IMMEDIATE RELEASE
November 28, 2006

NORTHERN LIGHTS CREATES ANOTHER DRTV CAMPAIGN FOR *SPORTS ILLUSTRATED*

TORONTO: Northern Lights Direct Response Television has completed another direct response television (DRTV) campaign for New York-based *Sports Illustrated* magazine.

The NFL Season Offer campaign, which includes 60- and 120-second spots, was created to drive subscriptions sales for the sports publication.

According to Ian French, President and Executive Creative Director for Northern Lights, it is an honor to work with such a great brand. “Our mission is to create DRTV campaigns that drive sales **and** build brand. *Sports Illustrated* is the preeminent sports content provider in the world,” says French. “We are extremely proud that they have again entrusted Northern Lights to produce this important DRTV acquisition campaign.”

The campaign is airing in 3rd and 4th quarter in the U.S.

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

-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.