



**NORTHERN LIGHTS
DIRECT RESPONSE TELEVISION**

PRESS RELEASE

FOR IMMEDIATE RELEASE

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NORTHERN LIGHTS CALLS ON SPORTS FANS WITH *SPORTS ILLUSTRATED* DRTV CAMPAIGN

TORONTO: Attention Sports Fans! Northern Lights Direct Response Television has created a new direct response television (DRTV) campaign for *Sports Illustrated* magazine.

The 60-second commercial targets sports enthusiasts by offering them three months of the renowned sports publication, giving consumers the opportunity to sample *Sports Illustrated*'s great content.

"We are very pleased to be partnering with Northern Lights on this new campaign. They have demonstrated their ability to create strong DRTV campaigns that not only protect the *Sports Illustrated* brand, but produce results," says Ayanna Victorin, Marketing Manager, DRTV for *Sports Illustrated*.

"As a leading sports publication, *Sports Illustrated* continues to use DRTV because it is a proven and powerful acquisition tool," says Ian French, President and Executive Creative Director for Northern Lights. "At the center of the campaign are a strong product, an iconic brand, and a hard-to-resist offer. We expect a runaway hit!"

The campaign will roll out 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, Manulife Financial, BMG Columbia House, Lavalife, Bell, TD Bank Financial Group, DIRECTV, Scholastic** and **Yves Rocher**.

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