



**NORTHERN LIGHTS
DIRECT RESPONSE TELEVISION**

PRESS RELEASE

FOR IMMEDIATE RELEASE

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SPORTS ILLUSTRATED TACKLES NEW SUBSCRIBERS WITH DRTV CAMPAIGN

TORONTO: Northern Lights Direct Response Television has created a new direct response television (DRTV) campaign for *Sports Illustrated* magazine to promote its ever-popular NFL season offer for 2007.

The high-energy 60-second commercial focuses on unique, time-sensitive offers surrounding the football season, including a *Sports Illustrated* subscription at a terrific price and a free Performer Jacket. Credit card purchasers also receive a collectible football, and online purchasers get an additional bonus of a *Sports Illustrated* gym bag.

The DRTV campaign is devoted to vigorously promoting *Sports Illustrated*'s unique selling proposition: get exactly what you want, when you want it. In-depth NFL coverage, predictions, analysis, insights and close-up photography all bring sports enthusiasts closer to the heart of the action.

Ayanna Victorin, Marketing Manager for *Sports Illustrated*, is excited about the campaign. "We have partnered with Northern Lights once again to build a strong DRTV campaign that reinforces the *Sports Illustrated* brand," says Victorin.

"*Sports Illustrated* is a well-respected pioneer in brand-based DRTV," says Ian French, President and Executive Creative Director for Northern Lights. "We hope to continue leading the charge alongside them to build successful acquisition campaigns to come."

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

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