



**NORTHERN LIGHTS
DIRECT RESPONSE TELEVISION**

PRESS RELEASE

FOR IMMEDIATE RELEASE

May 25, 2007

WSPA MAKES PLEA TO END ANIMAL CRUELTY WITH THE HELP OF NORTHERN LIGHTS

TORONTO: The World Society for the Protection of Animals (WSPA) has retained the services of Northern Lights Direct Response Television to handle the media buying and planning for its direct response television (DRTV) campaign to end the abuse of animals.

In the 60-second DRTV commercial, WSPA, an animal welfare charity and the world's largest federation of humane societies and animal protection organizations, depicts heartbreaking scenes of animal cruelty and calls on viewers for monthly donations to help "free animals from pain".

"The media buy requires a strong understanding of who we are and our objectives, and the ability to communicate our message to the widest audience possible. These are critical to the campaign's success," says Beverly McLean, Development Director for WSPA.

Jeff Havercroft, Senior Media Director for Northern Lights, is not taking the responsibility lightly. "With such a powerful message from an organization at the forefront of the fight against animal cruelty, we are very determined to raise awareness for WSPA and produce strong results for the campaign," says Havercroft.

The DRTV campaign will go to air on both national and local stations in Canada on May 28.

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, Canadian Blood Services, Sports Illustrated, Manulife Financial, BMG Columbia House, Lavalife, Bell, TD Bank Financial Group, DIRECTV, Scholastic** and **Yves Rocher**.

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For further information:

Jeff Havercroft, Senior Media Director, Northern Lights Direct Response Television.

Phone: (416) 593-6104, x230. Email: jhavercroft@nldrvtv.com. Website: www.nldrvtv.com.