

INTERNATIONAL DISTRIBUTION TO OVER 90 COUNTRIES

Dear Sir/Madam,

Northern Response International is a world leader in international DRTV and tele-shopping sales. By choosing Northern Response, you open up the opportunity to distribute your product(s) in more than **90 countries worldwide** through our association with **more than 1,700 international distributors** over the past 15 years. Working with Northern Response is like having your own Canadian and International sales division with no investment or risk on your part.

All Channels of Distribution

Acting as your international sales agent, Northern Response will circulate your product to our international network of distributors, providing you with the most comprehensive international coverage available today. We will ensure you get **complete coverage in DRTV, shopping channel, print, e-commerce and retail channels in all international markets.**

Simple and Efficient

We will handle all aspects of your international marketing efforts including creating sales literature, exhibiting at trade shows overseas, sending tapes and samples out worldwide, negotiating agreements, arranging translations and foreign dubbing, international shipping, tracking and transportation logistics, arranging international payments and other details.

No Risk or Expense

You simply sell your product at a wholesale price that you determine from the start. We work on a commission basis as your sales agent thereby reducing your risk and expense. Our distributors pay you cash with each order. You can save years learning about the international market by taking advantage of our track record, relationships and expertise.

Here are some of the many benefits only Northern Response provides:

Resources

These days a company your size requires an international partner with the depth of management and operations to properly orchestrate a global marketing campaign...not somebody working out of the trunk of their car. Northern has in house legal, international shipping, graphics, studio facilities, orient sourcing, finance, etc. all of which you need to coordinate a proper job. You can't afford to have someone struggling to build their own business out of their house and at the same time trying to do a good job for you. We've already built it.

Relationships

Anybody can get a copy of the ERA list and start making calls. Northern has global distributors far beyond the typical DRTV players including retailers, catalogs, shopping channels, web retailers, etc. We give you access to global distributors others don't have. Most important, we deal direct - we don't use other reps. This avoids "reps using reps" without you knowing (a common practice).

No Exclusives

We work with ALL distributors and ALL necessary combinations of distributors to give you maximum coverage and sales. We aren't tied to any one distributor in any market but work with those best for each individual product for each channel of distribution. We are well respected among all top global players. A reputation we have earned and value. We also don't tie up your own rights - we work on short term 3-4 month performance criteria - if we don't perform in that time you're free to try another alternative. There's no risk to you this way - you're never tied up and we are always incentivized to work hard for you.

Speed to Market

We have the required facilities and are set up for rapid distribution - a necessity in this world of competitive products. We can also hit the ground running immediately.

Fees

Our fees are normally cheapest in the industry and fully transparent and flexible - keeping more money in your own pocket.

Economies of Scale

You need a certain size today to amortize and support the entire in house infrastructure and all the travel and promotional costs associated with full scale international distribution. You can't afford a \$15k trip to the Philippines to show just one item - it's just not financially practical. Plus you need a library of shows to have the necessary relationship leverage needed with key distributors and be able to travel there to properly police them. It also allows you to consolidate small shipments by region and coordinate among smaller distributors where necessary. Our experienced in house legal is also a tremendous resource that will save everyone a lot of time and costs with international contracts, regulations, intellectual property, etc. Small players just don't have the experienced staff to handle the tremendous volume of administrative tasks like quoting, quality compliance, translations, conversions, regulations, contracts, shipping, payment, inventory planning, and accounting, etc. As you might have discovered there's a lot of work besides sending out emails and collecting commissions - this requires a lot of experienced staff and resources that only Northern Response is uniquely capable of providing.

Media Access

There is a difference between media avails internationally and the United States. In the US you have a choice of over 1500 stations. However, in the majority of top foreign markets, you will be fortunate if there are 20-30 stations available for airing infomercials. The top distributor often controls half or more of that media time, and the second and third tier distributors own most of the balance. What you have left is disposable media that was discarded, or media that is bid up so the infomercial won't work due to the rates. Northern Response has the relationships and supplier leverage to secure access to these limited international media avails.

Regulatory Assistance

In each foreign market in which you choose to air, you need legal assistance in local television compliance. No one knows local media codes like the distributors on the ground who have already gone through the learning curve. In addition, Northern has its own in house legal department to help assist. A good local distributor works on low margins so that the expertise and media avails you get from them pay for that margin many times over. Using DRTV distributors globally ensures you get the most media avails and the maximum drive for your retail.

Strategy

We will work with you to lay out a long term international distribution and relationship strategy that won't leave you in a future dead end. We can provide you with very solid advice in this area. We do suggest using only one international rep for 'all' your shows in any given territory rather than having multiple reps in the same territory servicing multiple distributors which in practice often isn't operationally or cost effective.

Distributor Experience

We are a leading distributor in our Canadian marketplace. Unlike other distributors we know how to handle a coordinated roll-out of products in the marketplace through Television, Print, Live Home Shopping, and then retail. Since we're experts in our own marketplace in maximizing sales, price protection, and product longevity, we take this experience to the International marketplace. How can any other distributor ensure all channels of distribution are being maximized when all they do is flip your product and hope it works out? You need an experienced distributor who is on the ground floor "doing it" themselves, who know how to get you maximum volume in each marketplace.

Customer Service

We report to you in writing each month along with a conference call exactly where we are in each market worldwide.

We Value Your Business

We didn't just show up in the past few months. If given the opportunities you can be sure we'll work extremely hard to keep it. Our goal is to assist you with your own internal efforts to maximize your international sales and profits effectively and efficiently while relieving you of the associated costs, administrative burdens, and resource issues.

Personalized Service

Each product and product owner's vision is unique. You can't treat all products and International campaigns equally. Many high profile companies have a valuable brand and a unique company vision that they trust Northern to carry into the Global Marketplace. Other kinds of products need to move into retail faster, and use media to drive the retail, and retail dollars to support the media drive. The product owners may not be interested in branding but still want to move tonnage. Your needs will only be met if your distributor shares your vision, and really "listens" to what your needs are... Northern understands this.

Execution & Experience

Northern gets the job done. That's why we have handled the bulk of the top shows in the industry over many years. We have the most experience. We get on planes and make the necessary investments to sell your products. No other so-called international rep has a booth at every ERA international tradeshow or sponsors the conferences as we do. Unlike Northern, many can't even provide a company brochure and many have never even been to the countries they claim to represent. You can ask them and I think their answers will surprise you. The question arises - how can they sell and police your products if they can't even market their own company? Or have never travelled to those countries? Also, you can't always put too much faith in what the local distributors say until you've actually been there or have worked with them – and we've worked with all of them at some point.

Country List

Please find a territory list (attached) that we sometimes use as a guide when reviewing global market opportunities. In some situations where Northern Response is considered in supplementing your own internal or other ongoing international efforts, a chart such as this is useful in identifying each country and each channel of distribution in that country (i.e. DRTV, shopping channel, print, retail) where you're currently covered and meeting your performance expectations. The remaining countries and/or channels of distribution will then be the ones where we would be able to supplement and assist you either because you don't have coverage in that territory or channel or the existing coverage you do have is not performing. As mentioned, to assist in your international planning process, our international team and I are available for a conference call at your convenience. Having been on the ground in many of these territories, I think we can provide you with some helpful perspectives on what's really happening there and what's really going to be required to get the job done properly in marketing your product internationally.

Thank You,

Northern Response (International) LTD
New Business Development Department

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- SCHEDULE 'A' -
COUNTRY & TERRITORY SALES OPPORTUNITY CHECKLIST
TOTAL COUNTRIES AND TERRITORIES = 183

(Circle the 'X' for each distribution channel where you currently have active and satisfactory sales levels.)
(Areas left uncircled are areas with potential sales opportunities)

Product Name: _____

Date: _____

<u>Territory</u>	<u>Population (in Millions)</u>	<u>Marketing Method</u>				
		<u>DRTV</u>		<u>Shopping</u>	<u>Print, DR</u>	<u>Retail</u>
		<u>Infomercial</u>	<u>Spot</u>	<u>Club</u>	<u>& Catalog</u>	
<u>Asia/Pacific: 28</u>						
Afghanistan	16	X	X	X	X	X
Australia	17	X	X	X	X	X
Bangladesh	115	X	X	X	X	X
Burma	55	X	X	X	X	X
Brunei	0.3	X	X	X	X	X
China	1,184	X	X	X	X	X
Fiji	0.7	X	X	X	X	X
Guam	0.1	X	X	X	X	X
Hong Kong	6	X	X	X	X	X
India	906	X	X	X	X	X
Indonesia	198	X	X	X	X	X
Japan	124	X	X	X	X	X
Korea	22	X	X	X	X	X
Laos	4	X	X	X	X	X
Macao	N/A	X	X	X	X	X
Malaysia	19	X	X	X	X	X
Maldives	0.2	X	X	X	X	X
Nepal	20	X	X	X	X	X
New Zealand	3	X	X	X	X	X
Pakistan	126	X	X	X	X	X
Papua New Guinea	3	X	X	X	X	X
Philippines	66	X	X	X	X	X
Singapore	2	X	X	X	X	X
Sri Lanka	17	X	X	X	X	X
Taiwan	20	X	X	X	X	X
Thailand	58	X	X	X	X	X
Vietnam	72	X	X	X	X	X
Western Samoa	0.1	X	X	X	X	X
Total	3104.48					

<u>Territory</u>	<u>Population (in Millions)</u>	<u>Marketing Method</u>				
		<u>DRTV</u>		<u>Shopping Club</u>	<u>Print Direct Response</u>	<u>Retail</u>
		<u>Infomercial</u>	<u>Spot</u>			
<u>Caribbean: 21</u>						
Antigua/Barbuda	0.06	X	X	X	X	X
Aruba	0.06	X	X	X	X	X
Bahamas	0.2	X	X	X	X	X
Barbados	0.2	X	X	X	X	X
Belize	0.2	X	X	X	X	X
Bermuda	0.06	X	X	X	X	X
British Virgin Islands	0.01	X	X	X	X	X
Cayman Islands	0.03	X	X	X	X	X
Curacao	0.01	X	X	X	X	X
Dominica	0.08	X	X	X	X	X
Dominican Republic	7	X	X	X	X	X
Grenada	0.09	X	X	X	X	X
Guadeloupe	0.01	X	X	X	X	X
Haiti	6	X	X	X	X	X
Jamaica	2	X	X	X	X	X
Martinique	0.4	X	X	X	X	X
St. Kitts & Nevis	0.04	X	X	X	X	X
St. Lucia	0.1	X	X	X	X	X
St. Vincent & Grenadines	0.1	X	X	X	X	X
Trinidad/Tobago	1	X	X	X	X	X
Total	17.65					
<u>Central America: 9</u>						
Costa Rica	3	X	X	X	X	X
Cuba	11	X	X	X	X	X
El Salvador	5	X	X	X	X	X
Guatemala	10	X	X	X	X	X
Honduras	5	X	X	X	X	X
Mexico	90	X	X	X	X	X
Nicaragua	4	X	X	X	X	X
Panama	2	X	X	X	X	X
Puerto Rico	3	X	X	X	X	X
Total	133					

<u>Territory</u>	<u>Population (in Millions)</u>	<u>Marketing Method</u>				<u>Print Direct Response</u>	<u>Retail</u>
		<u>DRTV</u>		<u>Shopping</u>			
		<u>Infomercial</u>	<u>Spot</u>	<u>Club</u>			
<u>South America: 13</u>							
Argentina	33	X	X	X	X	X	
Bolivia	7	X	X	X	X	X	
Brazil	151	X	X	X	X	X	
Chile	13	X	X	X	X	X	
Colombia	35	X	X	X	X	X	
Ecuador	10	X	X	X	X	X	
French Guiana	0.1	X	X	X	X	X	
Guyana	0.7	X	X	X	X	X	
Paraguay	4	X	X	X	X	X	
Peru	23	X	X	X	X	X	
Surinam	0.4	X	X	X	X	X	
Uruguay	3	X	X	X	X	X	
Venezuela	20	X	X	X	X	X	
Total	300.2						
<u>Western Europe: 15</u>							
Austria	7	X	X	X	X	X	
Belgium	10	X	X	X	X	X	
France	57	X	X	X	X	X	
Germany	80	X	X	X	X	X	
Greece	10	X	X	X	X	X	
Ireland	3	X	X	X	X	X	
Italy	56	X	X	X	X	X	
Liechtenstein	0.03	X	X	X	X	X	
Luxembourg	0.4	X	X	X	X	X	
Monaco	0.03	X	X	X	X	X	
Netherlands	15	X	X	X	X	X	
Portugal	10	X	X	X	X	X	
Spain	38	X	X	X	X	X	
Switzerland	7	X	X	X	X	X	
United Kingdom	57	X	X	X	X	X	
Total	350.46						
<u>Scandinavia: 5</u>							
Denmark	5	X	X	X	X	X	
Finland	5	X	X	X	X	X	
Iceland	0.2	X	X	X	X	X	
Norway	4	X	X	X	X	X	
Sweden	8	X	X	X	X	X	
Total	22.2						

<u>Territory</u>	<u>Population (in Millions)</u>	<u>Marketing Method</u>				<u>Print Direct Response</u>	<u>Retail</u>
		<u>DRTV</u>		<u>Shopping</u>			
		<u>Infomercial</u>	<u>Spot</u>	<u>Club</u>			
<u>Eastern Europe: 22</u>							
Albania	3	X	X	X	X	X	
Bosnia/Herzegovina	4	X	X	X	X	X	
Bulgaria	8	X	X	X	X	X	
Croatia	4	X	X	X	X	X	
Cyprus	0.7	X	X	X	X	X	
Czech Republic	10	X	X	X	X	X	
Estonia	1	X	X	X	X	X	
Hungary	10	X	X	X	X	X	
Kosovo	10	X	X	X	X	X	
Latvia	2	X	X	X	X	X	
Lithuania	3	X	X	X	X	X	
Macedonia	2	X	X	X	X	X	
Malta	0.3	X	X	X	X	X	
Moldova	4	X	X	X	X	X	
Montenegro	0.678	X	X	X	X	X	
Poland	38	X	X	X	X	X	
Romania	22	X	X	X	X	X	
Serbia	10	X	X	X	X	X	
Slovakia	5	X	X	X	X	X	
Slovenia	1	X	X	X	X	X	
Turkey	61	X	X	X	X	X	
Ukraine	52	X	X	X	X	X	
Total	251.678						
<u>Middle East/North Africa: 19</u>							
Algeria	26	X	X	X	X	X	
Bahrain	0.5	X	X	X	X	X	
Egypt	56	X	X	X	X	X	
Iran	63	X	X	X	X	X	
Iraq	19	X	X	X	X	X	
Israel	4	X	X	X	X	X	
Jordan	3	X	X	X	X	X	
Kuwait	1	X	X	X	X	X	
Lebanon	3	X	X	X	X	X	
Libya	4	X	X	X	X	X	
Morocco	28	X	X	X	X	X	
Oman	1	X	X	X	X	X	
Qatar	0.5	X	X	X	X	X	
Saudi Arabia	16	X	X	X	X	X	
Syria	13	X	X	X	X	X	
Tunisia	8	X	X	X	X	X	
United Arab Emirates	2	X	X	X	X	X	
West Bank	N/A	X	X	X	X	X	
Yemen	10	X	X	X	X	X	
Total	258						

<u>Territory</u>	<u>Population (in Millions)</u>	<u>Marketing Method</u>				
		<u>DRTV</u>		<u>Shopping</u>	<u>Print Direct</u>	<u>Retail</u>
		<u>Infomercial</u>	<u>Spot</u>	<u>Club</u>	<u>Response</u>	
<u>Africa: 44</u>						
Angola	11	X	X	X	X	X
Benin	5	X	X	X	X	X
Botswana	1	X	X	X	X	X
Burkina Faso	9	X	X	X	X	X
Burundi	6	X	X	X	X	X
Cameroon	12	X	X	X	X	X
Cape Verde	0.4	X	X	X	X	X
Central African Rep.	3	X	X	X	X	X
Chad	6	X	X	X	X	X
Comoros	0.5	X	X	X	X	X
Djibouti	0.5	X	X	X	X	X
Equatorial Guinea	0.3	X	X	X	X	X
Ethiopia	54	X	X	X	X	X
Gabon	1	X	X	X	X	X
Gambia	0.9	X	X	X	X	X
Ghana	16	X	X	X	X	X
Guinea	6	X	X	X	X	X
Guinea-Bissau	1	X	X	X	X	X
Kenya	28	X	X	X	X	X
Lesotho	1	X	X	X	X	X
Liberia	2	X	X	X	X	X
Madagascar	13	X	X	X	X	X
Malawi	8	X	X	X	X	X
Mali	12	X	X	X	X	X
Mauritania	2	X	X	X	X	X
Mauritius	1	X	X	X	X	X
Mozambique	16	X	X	X	X	X
Namibia	1	X	X	X	X	X
Nigeria	94	X	X	X	X	X
Rwanda	8	X	X	X	X	X
Senegal	8	X	X	X	X	X
Seychelles	0.06	X	X	X	X	X
Sierra Leone	4	X	X	X	X	X
Somalia	6	X	X	X	X	X
South Africa	42	X	X	X	X	X
Sudan	28	X	X	X	X	X
Swaziland	0.8	X	X	X	X	X
Tanzania	38	X	X	X	X	X
Togo	4	X	X	X	X	X
Uganda	18	X	X	X	X	X
Western Sahara	0.2	X	X	X	X	X
Zaire	41	X	X	X	X	X
Zambia	8	X	X	X	X	X
Zimbabwe	10	X	X	X	X	X
Total	<u>527.66</u>					

<u>Territory</u>	<u>Population (in Millions) Retail</u>	<u>Marketing Method</u>			<u>Print Direct Response</u>
		<u>DRTV</u>		<u>Shopping</u>	
		<u>Infomercial</u>	<u>Spot</u>	<u>Club</u>	
<u>North America: 3</u>					
Canada	27	X	X	X	X
Greenland	0.05	X	X	X	X
United States	259	X	X	X	X
Total	<u>286.05</u>				
<u>Russia: 10</u>					
Armenia	3	X	X	X	X
Azerbaijan	7	X	X	X	X
Belarus	10	X	X	X	X
Georgia	5	X	X	X	X
Kazakhstan	17	X	X	X	X
Kyrgyzstan	5	X	X	X	X
Russia	150	X	X	X	X
Tajikistan	7				
Turkmenistan	3	X	X	X	X
Uzbekistan	22	X	X	X	X
Total	<u>229</u>				

