

PRODUCT DISTRIBUTION
TO CANADA, USA & WORLDWIDE

Dear Sir/Madame,

Northern Response is **Canada's largest distributor of infomercials and DRTV products** with sales to all channels of distribution including DRTV, shopping channels, catalogues, online e-commerce and sales to all Canadian retailers. Northern Response is **also one of the largest international syndicators of DRTV infomercials with distribution to more than 90 countries worldwide**. We've distributed more than 3000 infomercial and DRTV products since 1984.

Increase Your Sales

Northern Response is a **one-stop shop** for all of your marketing needs. We can handle all aspects of a marketing campaign to ensure proper timing of entry into each channel thereby maximizing your potential sales and profit. This is essential as uncoordinated advertising support, price structure, inventory management and poorly planned sales initiatives can negatively impact your overall success.

No Risk

Most importantly, Northern Response will handle all facets of your marketing campaign, with absolutely no risk to you. As a **full service distributor, we simply buy your product for cash by the container load and take care of everything else**. You receive instant Canadian and/or international market coverage without added work, worry, risk, or upfront costs. We handle all shipping arrangements and pay all our own expenses. This has proved to be a very simple and profitable arrangement for everybody we have worked with.

Turn-Key Global Distribution

By taking advantage of our track record and expertise you gain rapid mass market exposure while avoiding financial risk and overhead. Working as your distributor, we provide a more cost effective method for your company to increase its sales while at the same time, alleviating you of media, translation, warehousing, overhead, inventory, customer service, regulatory, receivables and other risks and costs. We offer a **turn-key service**.

Simple and Fast

At Northern Response our aim is to manage your marketing campaign in a manner that makes the process **easy** for you. By partnering with Northern Response you avoid the expensive learning curve and the hurdles and pitfalls of a foreign marketing campaign. We relieve you of the costs and headaches, while helping you to fast track your success by increasing your revenue, volume, cash flow and **profits**. Give us your next show or spot and you will be pleasantly surprised at what we can do for you, and how fast, easy, and profitable it is.

Attached below is a more detailed outline of each of the specialized service areas from which you can select assistance to increase your sales in Canada and internationally

Thank You,

Northern Response (International) LTD
New Business Development Department

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CANADIAN DISTRIBUTION

DRTV

Northern Response manages approximately **85% of the DRTV infomercial media time** available in Canada. On some cable systems and satellites, we also operate our own 24 hour, 7 day per week infomercial channel. As the “**Wal-Mart of Electronic Retailing**”, Northern Response handles many infomercials and one and two minute spots for clients that have included Guthy-Renker, Ronco, Product Partners/Beachbody, Telebrands, Thane, Savvier, Fitness Quest, QVC-Direct, Tristar, HSN Direct, Time-Life, American Telecast and many others. Northern Response has distributed **more than 1,000 infomercials** and direct response TV spots in Canada alone. You receive the widest **national market coverage** possible for your infomercial in both English and French-speaking markets. By working with Northern Response your DRTV campaign will create the brand awareness necessary to move volume or drive retail sales. Our speed of entry into the market ensures **rapid market distribution** protecting you from competitive knock-offs. By working together we can relieve you of the extensive time consuming regulations and “red-tape” associated with running media in Canada. Our local address is familiar to Canadian consumers who are more comfortable buying from within Canada. It also solves cross-border customer service and shipping problems, costs and delays. Coast-to-coast for **more than 25 years**, Northern Response has handled all of the top rated DRTV shows including Winsor Pilates with Mari Winsor, Gazelle with Tony Little, Total Gym with Chuck Norris & Christie Brinkley, Billy Blanks’ Tae Bo, Little Giant Ladder, Anthony Robbins’ Personal Power, Body by Jake, Ab Rocker, Slap Chop, P90X, ShamWow!, Oreck Air Purifier - just to name a few.

Retail

At Northern Response we know how important your products’ retail campaign can be. Your company can benefit from our outstanding relationships with **all the major Canadian retailers in both English and French Canada**. We have the media avails necessary to drive retail sales and we will ensure proper timing and entry into the retail market. To support your retail campaign, Northern Response will continue to broadcast your show or spot. We are one of the top listed vendors with all the major retailers including:

- **Shoppers Drug Mart (950 Stores)**
- **Zellers (350 stores)**
- **Chapter/Indigo (268 stores)**
- **Hudson’s Bay (100 stores)**
- **London Drugs (63 stores)**
- **Katz Group (500 stores)**
- **Jean Coutu (277 stores)**
- **Winners (170 stores)**
- **Real Canadian (77 stores)**
- **Lawton’s (60 stores)**
- **Canadian Tire (455 stores)**
- **Wal-Mart (272 stores)**
- **Sears (122 stores)**
- **Costco (68 stores)**
- **Home Outfitters (50 stores)**

Our state-of-the-art facilities are fully integrated on-line with each retailer allowing our computers to track sales and inventory closely, ship quickly, and eliminate the need for warehouse duplication thereby increasing profitability. Whether you have a product or an entire retail line our expertise will ensure the success of your retail campaign.

E-Commerce

Northern Response was a pioneer in creating, managing and selling products online since the internet revolution began. We are experts in search engine marketing, affiliate program, email marketing and website/landing page sales. We tie these together with excellent results from customer service. By orchestrating an aggressive go-to-market strategy, Northern Response explores every online channel to maximize your sales. Whether we are supporting your brand, generating awareness or driving long term sales – we’ll create a customized internet marketing plan which is specific to your product and your customers.

Shopping Channels

Northern Response’s marketing initiatives include selling your product through the **various Canadian home shopping channels in both the English and French-speaking markets**. Our breadth of product offerings and our strong relationships with such shopping channels provides us with the negotiating strength to get you better margins and to increase your revenue by providing your product with the best show hosts, more total airtime, more airings per appearance, and repeat visits. By providing you access to the best local demonstrators, we increase sales while reducing travel expenses, which means more money in your pocket. Granting us full marketing rights for your product further guarantees we maintain your profit potential by preventing price wars that can erupt between shopping channels and retailers that can seriously shorten a product cycle, spoil retail vendor relationships, and create customer service problems.

Print & Catalog

Northern Response can provide you with a broad and comprehensive print campaign that covers all the Canadian print outlets. We will manage **credit card syndication** opportunities with various department stores, banks and oil companies and to all Canadian **catalogues** that sell direct. Northern Response specializes in this area and can provide your products with maximum coverage in the Canadian marketplace.

INTERNATIONAL DISTRIBUTION

Worldwide To 90 Countries

Not only is Northern Response a leader in Canada, our International Marketing Department is a leader internationally. By choosing Northern Response you open up the opportunity to distribute your product in more than **90 countries worldwide** through our association with **more than 1,700 international distributors**. Working with Northern Response is like having your own Canadian and International 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, internet, shopping channel, print and retail channels in all international markets**.

Global Sales and Profits

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, etc. 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.

U.S. DISTRIBUTION

Fast, Easy, Profitable

Northern Response is your trusted partner for Direct Response Television product distribution across the United States. The US distribution team at Northern Response is focused on achieving rapid and complete coverage for your product across all channels of distribution. Our priority is to maximize your revenues by ensuring that every sales opportunity in the USA market is identified and fulfilled. This is achieved through a quick and co-ordinated market launch that capitalizes on the DRTV awareness and drive generated from your product.

Speed to Market

Managing the critical timing of a Direct Response distribution campaign at the appropriate speed is one of the key components of success. Northern Response understands the strategies required to produce effective programs, whether driving demand through DRTV, or navigating the logistically complicated world of retail mass merchants. Northern Response has the experience and facilities necessary to sell your product and build your brand across the entire sales coverage “map,” including: DRTV, Print, Catalogs, TV Home Shopping, Retail and E-Commerce.

Sales Channels

No campaign is too large or small for the talented team at Northern Response. Whether you are looking for a partner to handle every aspect of marketing and sales, require assistance in a specific channel or distribution, or simply desire to broaden your coverage across difficult to sell accounts, Northern Response can be your solution for moving goods in high volumes and adding to your bottom line!

OTHER DISTRIBUTION & MARKETING SERVICES

Canadian Database

Northern Response is the one company that can fully capitalize on all opportunities, including **inbound, outbound and continuity type programs**. We routinely develop many of our own programs in the upsell, cross-sell and club area that allow our clients to take full advantage of our extensive customer database. We can uncover opportunities you may not be currently exploring! We can increase your profitability by up to 30% by using this expertise. Some of our programs include vitamins, cosmetics, newsletters, video clubs, and memberships.

Canadian Fulfillment

Northern Response specializes in the unique aspects of DRTV fulfillment. We can simply buy the Canadian **orders you receive from U.S. border spillover airings** and then handle everything else as if they were our own orders. It is similar to factoring your receivables and will provide you with a similar or greater profit per unit than you're making now. By utilizing our experience gained through years of DRTV fulfillment, you will receive all the sales and profits with none of the fixed overhead or hassles.

Canadian Internet Sales

Northern Response has developed a state-of-the-art website "**ShopNorthern.com**" that provides the consumer with a stress free way to purchase products online and is a popular Canadian Shopping Portal. Since we spend tens of millions of dollars to promote our website through infomercial airings on television, we generate a high volume of hits and provide a large selection of products and services. As "**Canada's e-Shopping Centre**", you benefit from a significant exposure to Canadian online shoppers that would not otherwise have seen or been able to buy your product online.

PRODUCT DEVELOPMENT

Orient Sourcing

Northern Response has a proven track record in finding and developing new products with a vast network of manufacturers at our fingertips. If you're looking for it – we'll find it! Our team has the ability to work with the right factory for the right product when it comes to important aspects of a product including quality, specifications and cost. We also work with factories in order to specifically engineer and/or design any items in the popular consumer categories such as houseware, hardware, health and beauty, car care and fitness.

New Product Development

Northern Response has an experienced and creative product development team including in-house product engineers, graphic designers, legal counsel and TV production studio. This team specializes in taking an unfinished product from concept to "sale ready" through the creation of top notch package designs and marketing materials. These materials come out of creative discussions regarding product positioning, target market(s), shelf space concerns, multiple product uses and consumer awareness of the product. Rest assured your product is in good hands with our team!