



NORTHERN RESPONSE[®]

INTERNATIONAL LIMITED

Infomercial and Retail Product Distribution



**YOUR
CONNECTION**
TO DIRECT RESPONSE
& RETAIL SALES



Richard J. Stacey

President & CEO, Northern Response International Ltd.

Over the past 30 years, Northern Response has grown to become a worldwide leader in the direct response home shopping and retail product distribution industry.

Today we operate four separate sales divisions:

- Direct Response Television (DRTV)
- Internet & Database Marketing
- Retail Sales - Canada & U.S.A.
- International Distribution

With more than 1,000 products distributed and sales to over 90 countries, we've built the established relationships, experienced management, state-of-the-art facilities, and proven track record to ensure the success of any product we distribute. That's why we handle the licensing and distribution for some of the best selling infomercials and DRTV spots on behalf of some of the biggest infomercial and DRTV producers in the world.

Our company's ongoing commitment to continuous improvement and exceeding our customers' expectations has made Northern Response a market leader. We look forward to continue growing and staying connected to success along with our suppliers, employees and customers.

Your Connection to Market Leadership



Industry Pioneers

Located in Toronto, Canada, Northern Response specializes in the distribution of infomercials, DRTV spots, and retail products. Northern Response is the largest distributor of infomercials in Canada and one of the largest international syndicators of DRTV programming in the world, with distribution to over 90 countries. Since 1984, we have handled campaign distribution for over 1,000 infomercials, DRTV spots, print and retail products.



Experienced Management

Our talented team of Product Development Specialists, Sales and Brand Managers, Graphic Artists, Video Producers, and Media Planners have many years of experience working closely with the industry's most established players to help them sell more products. By orchestrating an aggressive, go-to-market strategy, Northern Response can do the same for you by opening Canadian, U.S.A. and International marketplaces with just one call.



State-of-the-Art Facilities

Whether you are new to the media-driven product business or already established, our world-class facilities ensure that your product will reach its full potential. Our modern systems, technology and warehousing allow us to handle large-volume fulfillment, order processing and customer service in a timely and efficient manner.

Our industry-leading infrastructure supports each channel of distribution ensuring your best opportunity for speed-to-market and long term success.

Our Mission

Helping Clients make

Our mission is to help you make the right connections in today's multi-channel marketplace. Our fully-integrated marketing strategy and innovative selling solutions can help you achieve rapid and national distribution both in Canada and internationally. We maximize sales because of our unparalleled experience and proven track record selling media-driven products in a multi-media universe.

Over 1,000 products distributed since 1984:

ShamWow!; Cafe Cup; Hard Water Wand; Jean Jeggings; Pyramid Pan; WEN; Veggetti; Total Pillow; Precious Pearl; Insanity; Zumba; Meaningful Beauty; Ab Rower; Slap Chop; Total Pillow; Shake Weight; Perfect Sit-Up; Flirty Girl Fitness; P90X; Winsor Pilates with Mari Winsor & Daisy Fuentes; Ab King Pro; Body by Jake Tower 200; Tony Robbins' Personal Power; Time Life Music; George Foreman Grill; Natural Cures Book; Juiceman Juicer; Orbitrek Elliptical; Turbo Jam; Ultimate Chopper with Chef Tony; Victoria Principal's cosmetics; Tony Little's Fitness Equipment; Lip Solution with Pamela Anderson; ProActiv Acne Solution with Vanessa Williams, P. Diddy, & Alicia Keyes; Suzanne Somers' Body Row; Ronco Food Dehydrator with Ron Popeil; Barbara DeAnglis' Making Love Work; Total Gym with Chuck Norris & Christie Brinkley; Smart Mop; Oreck Air Purifier; Video Professor; BluBlocker Sunglasses with Joe Sugarman; Cable Flex with Jackie Chan; Tae Bo with Billy Blanks...plus many more.



ProActiv® Solution

Category – Personal Care (Acne)



Case study: Launch New Product and Build Internet Continuity



Challenge: Help launch a new skin care product into a crowded category in Canada.

Solution: Northern Response has broadcast various versions of the ProActiv Solution infomercial in Canada for many years since the product's inception. In addition, a ProActiv Solution boutique was launched within our www.ShopNorthern.com e-commerce site.

Result: ProActiv has become one of Canada's top selling acne care brands without ever being sold in retail drug stores or pharmacies.



the Right Connections

ShamWow®!

Category – Housewares



Case study: National Retail Distribution with TV support

Challenge: Rapid, saturation marketing and high-volume distribution of Vince Offer's famous ShamWow!

Solution: Northern Response capitalized on the broadcast of the hit DRTV spot, print ads and televised home shopping appearances across Canada. Northern Response negotiated retail placements as the DR campaign was rolling out, to ensure complete retail coverage and blocking out imitators. Northern Response secured premium, high-traffic placement within Housewares, Hardware and Automotive retail stores throughout Canada.

Result: ShamWow! became one of the DR industries biggest products, with Northern Response selling over 1 million pieces in Canada alone. The ShamWow! magic was rolled out successfully in countries around the world under Northern Response International's management.



P90X®

Category – Fitness

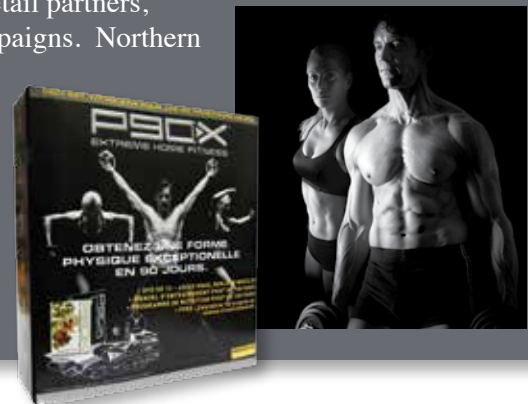


Case study: Brand Awareness and Worldwide Distribution

Challenge: Launch authentic, 90-day exercise program to a mass audience.

Solution: Northern Response broadcast original and updated versions of Beachbody's gripping infomercial across Canada. Northern Response placed Tony Horton on televised home shopping and print campaigns, connecting with millions of Canadians looking to reach their physical potential. After a year of direct response marketing, Northern Response released P90X to key retail partners, where it flourished and co-existed with our on-going media campaigns. Northern Response's International division has been replicating this success in countries around the world.

Result: Northern Response attracted thousands of Canadian and International customers to purchase the P90X program. This activity also drove thousands of consumers to the product's website, where they learned about the complete suite of our client's related fitness programs.



Product Development Services

From Idea to Prototype



Northern Response has an experienced and creative Product Development team including in-house product engineers, graphic designers, packaging experts, legal counsel, as well as an in-house TV production studio. Our team specializes in taking an unfinished product from concept to “sale ready” through the creation of top-notch retail package designs, marketing and advertising materials. These materials come out of creative discussions with our marketing team, along with our product inventor partners, regarding product positioning, target market(s), pricing, shelf space concerns, multiple product uses and consumer awareness of the product. Rest assured, your product is in good hands with our trusted team of experts working together with you!

Product Development, Graphic Design & TV Media Production



In-House Product Development, Packaging & Graphic Design Team



Production of Live Shopping and DRTV Spots & Infomercials

Product Sourcing & Manufacturing

From Manufacturing to TV Production

Orient Sourcing & Manufacturing

Northern Response has a proven track record, with over 30 years experience, in finding and developing new and innovative 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, ensuring important aspects of product development including quality, specifications, speed-to-market and cost. We work with factories in order to specifically engineer and/or design items for the most popular consumer categories; Housewares, Hardware, Health and Beauty, Car Care and Fitness. We also manage all logistics, fulfillment, shipping, supply chains and quality control.



Efficient & Low-Cost Factories Mean Increased Sales & Margins



Orient & Overseas Product Tradeshows

Speed-to-Market & Rapid Distribution



to As Seen Everywhere!

From Mind to Market in Months **NOT** Years!

In today's fast-speed, competitive environment, being first to market and covering all channels of distribution is often important in preventing imitators and competitors. Northern Response has the capabilities and resources to move fast when needed! Managing the critical timing of a Direct Response distribution campaign at the appropriate speed is also 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, Catalogues, TV, Home Shopping, Retail and E-Commerce.



Maximizing Your Product's Full Potential

Time and time again, clients return to Northern Response for distribution, knowing that their products and ideas will achieve full market coverage and maximum sales.



Complete Market Coverage & Brand Building

Multiple Channels of Distribution

Going to Market with the **KEYS TO SUCCESS!**

Northern Response has the capability to cover all channels of distribution to fully capitalize on every opportunity to maximize the potential of your product. We can help you increase sales and find new customers and markets. 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 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.



PRODUCT INNOVATION

- Innovative Ideas
- Market Research
- Create Prototypes
- Secure Patents & Trademarks



MARGINS

- Maximizing Profit Margins
- Regular Margin Analysis
- High Volume of Sales
- Low Cost Factory



SPEED

- First to Retail Market
- Vast Network of Manufacturers
- Expert Packaging, Branding, and Media Production



WIDE DISTRIBUTION

- Multiple Channels of Distribution
- Direct Marketing & E-Commerce
- Live Shopping
- Retail Placement
- DRTV



MAXIMIZE WINNERS

- National & International Distribution
- Effective Programs & Placement
- Drive Demand with Media
- Consumer Awareness & Advertising
- Logistic Supply Chain Management



SUCCESS

- Worldwide Distribution
- Brand Building
- Line Extensions
- Continuity Programs
- Repeat Customers

Direct Response Division

We've got the Direct Connection Covered



Long-Form and Short-Form
DRTV Specialists

DRTV Media - Access To Airtime

No one has sold more infomercial products in Canada than Northern Response – not even close! Your company benefits by using Northern Response because we specialize in buying English and French Canadian media. Due to our early involvement in the industry, we have long-term access to quality TV airtime. Our media team applies years of station profiling experience ensuring your product gets exposed to the viewers most likely to make a purchase.

TV Home Shopping

Northern Response has placed many products on Home Shopping channels in both English and French Canada and around the world.

Our clients reap the benefits of Northern Response's strong relationships to get more airings per appearance, more frequent appearances and the best show hosts.

Sales To Print Outlets

There are many mail-order catalogues as well as credit card syndication opportunities with various Canadian retailers, banks, and oil companies that sell direct to the consumer. Northern Response's clients not only get access to these important sales channels, but we often create the ad campaigns ourselves. Creating and tweaking media to pull maximum consumer interest is at the core of our business.



Media Buying Division



Media – The Right Way

Northern Response's 30-year Canadian DRTV heritage provides you with station and audience insights that others cannot deliver. We've got the right mix of stations (English, French, Broadcast, Cable, Specialty) to test, optimize and roll-out your media campaign. Northern Response is at the forefront of understanding how consumers are interacting with media and new technology and applying that learning to our campaigns to improve profitability. We recognize that taking a "cookie cutter" approach to media doesn't work and we are proud to be the only Canadian DR agency offering fully integrated media capabilities. Our media experts plan all aspects of your campaign, including full web integration. We are experts in Direct Response, Brand Response but more importantly, experts in Integrated Media Strategies designed to deliver the best possible Return on Investment.

Full Service Support

Partnering with Northern Response means you get full access to our in-house Video Production & Editing suites, Legal departments (we can handle broadcast regulatory compliance, captioning, French language translation and revised Call-To-Action requirements), Beta dubbing & trafficking department and other in-house facilities.



Expert Media Analysis

Maximize Online Sales

Internet Retailing

Northern Response was a pioneer in creating, managing and selling products online since the internet revolution began. We are experts in SEM (search engine marketing), SEO (search engine optimization), affiliate programs, email marketing and website/landing page sales. We tie these together with excellent results and 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, specific to your product and your customers.

Landing Pages

Northern Response designs and implements successful landing pages that guarantees you the highest conversion rates, giving you more orders for every visitor. We also utilize trackable pages, video streaming and on-page order capture. Some benefits of our landing page optimization strategies that will keep you ahead of your competitors include:

- Lower abandonment rates from a shopping cart-free checkout
- Higher conversions, average order, and upsell rates
- Individual sites for each ad campaign provide complete synergy and increased sales
- Leading-edge technology allows you to stream video on your landing page with instant and uninterrupted play
- Our web team has world class expertise in all areas including graphic design, programming and direct response know-how



Website Sales

Northern Response operates a leading, state-of-the-art Canadian shopping website, "ShopNorthern.ca", providing consumers with a stress-free way to purchase products online. As a result of spending millions of dollars to promote our website through infomercials, search engines, e-mailings, affiliate programs and other online promotional campaigns, ShopNorthern.ca generates a high volume of unique visitors and provides a large selection of products and brands.

Social Marketing

Northern Response utilizes all the latest electronic methods of marketing to promote your product, including social marketing on YouTube, Twitter, Linked in, Facebook, blogging and mobile marketing.

Through All Channels



Email Marketing

By sending personalized, more relevant communications that customers want to open, read, and act on — you'll drive your sales, grow your opt-in subscriber list and improve your ROI. Email marketing with Northern Response is the best way to attract interest in, build desire for, and generate sales of your products and services. That's why it works! Northern utilizes approved, white-listed email services to send consumer emails to potential clients and customers. We send trusted and relevant communications that have the highest delivery, upsell and response rates. We also track and analyze results.

Search Engine Marketing

Over 87% of sales online happen as a result of proper search engine optimization strategy, techniques and analysis. Canadians prefer to purchase from local vendors. Northern Response can create .ca domain names and product specific landing pages that will capture this diverse French and English search engine audience and convert them into paying customers. We will market those landing pages by submitting them both organically and via Pay-Per-Click campaigns on every possible search engine, shopping portal, auction site and more. We will assume responsibility for meta tags, keywords, content, updates, streaming video, tracking analysis, hosting and budgets — basically, we will manage the entire campaign to ensure high conversion rates and sales. Only local vendors like Northern Response understand the niche markets that exist in this diverse country and how and where Canadians buy products.



Affiliate & Banner Ad Programs

Imagine hundreds of sites acting as your sales force. With a Cost-per-Action (CPA) performance model, affiliate marketing has quickly become one of the most successful channels for driving revenue online. It is an essential part of any marketing campaign. Northern Response enables you to use every possible affiliate relationship to ensure you maximize sales. Northern Response has relationships with all the major national and international affiliate companies and will get your products in front of even more consumers by utilizing affiliates in Canada. We will create banner ads and content in order to drive visitors to our custom-designed landing pages. We will handle all the accounting and commissions payable to the affiliate companies. This provides you with turn-key sales, consumer awareness and growth.

Retail Sales Division

A Special Connection to Retail Partners

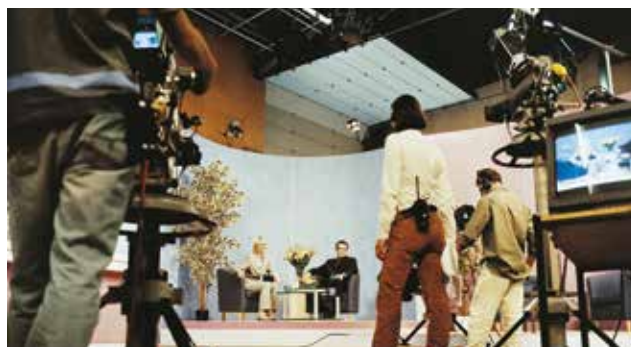
National Retail Distribution

As successful as a great DRTV product can be, many consumers still prefer to purchase from a trusted retailer. Northern Response has established relationships with every major English and French retailer. This ensures your product is presented to all the key buyers, gains faster placement, gets better shelf positioning and achieves stronger sell-through. In addition to complete national retail coverage with all major retail stores, we can also sell products by demonstration in malls, home shows, exhibitions, outdoor markets and specialty stores. You get full market coverage.



Brand Supporting Media

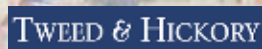
Northern Response has in-house package design and video production facilities. We do more than achieve and maintain placements in traditional retail product categories such as: Fitness, Housewares, Personal Care, Cleaning, Hardware, Video and more. We build categories by supporting your product with ongoing media advertising using TV, print, internet, and other media to drive your retail sales. When it all comes together, the sales can be tremendous.



More Placement, More Often

Northern Response's in-house sales team and Category Captains meet with Canadian retail buyers regularly, supporting core, everyday products. When "hit" products do come around, we provide you with multi-channel, rapid, national placement from our own warehouse and distribution facilities. We service the most retail doors possible, achieve more placements and manage inventory turns to maximize your sales.







Full Market Coverage in the USA

Fast, Easy, Profitable

Northern Response is your trusted partner for Direct Response Television (DRTV) product distribution across the United States. The US distribution team at Northern Response is focussed on achieving rapid and complete coverage for your product across all channels of distribution. Our top 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 for 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 for 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 and Catalogs, TV Home Shopping, Retail, and E-Commerce.

Sales from Every Channel

No campaign is too large or too 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 of distribution, or simply desire to broaden your coverage across any difficult-to-sell accounts, Northern Response can be your best solution for moving goods in high volumes and adding to your bottom line!



DRTV Drives Retail

Online

Catalog

TV Shopping





International Division



Connecting Successfully Around the World

Full-Service International Sales & Distribution to Over 90 Countries

Are you looking to take your product to customers overseas? Our International division brings over 20 years of experience in the distribution of infomercial and spot programming worldwide.

Northern Response International works with established and leading marketers around the globe that can execute multi-channel distribution of your product via Direct Response TV, Live Home Shopping Channels, Retail, Print and Internet in countries all over the world.

Our International sales teams continuously travel the globe to open up new markets and sales opportunities by meeting with key distributors and exhibiting at overseas trade shows on your behalf.





Proven Track Record

As a result of our many years of experience and the wide variety of products we have distributed internationally, Northern Response can offer you international sales agency services more efficiently, and for less cost, than any other outsourced service or in-house arrangement. Our low agency commissions are transparent and visible to you, and since we are performance rewarded, there is no risk to you. We report directly to you, as your contracted sales staff and we help plan and consult with you on each step of your international strategy or campaign.

Some of the products we have represented include:

- Ab King Pro
- Huggable Hangers
- Hip Hop Abs
- P90X Videos
- Slim in Six Fitness
- Slap Chop
- ShamWow!
- Total Pillow
- Pajama Jeans
- Star Fiber Mop
- Little Giant Ladder
- Tae Bo
- Turbo Jam
- Ab Rocket
- Pyramid Pan

....and many more

Established Relationships

We will handle all aspects of your international marketing efforts including: creating sales literature, exhibiting at trade shows overseas, sending promotional materials and samples, negotiating distributor agreements, arranging translations and foreign dubbing, product certification, international shipping, tracking and transportation logistics, and arranging international payments. We work on a commission basis as your sales agent, thereby reducing your risk and expense. You can save years learning about the international market landscape by taking advantage of our track record, relationships and expertise.

Worldwide Distribution

Northern Response can manage every aspect of your complete international marketing campaign in every country worldwide.



MAKE YOUR CONNECTION TODAY

BRINGING INNOVATIVE PRODUCTS TO LIFE

"Northern Response is an established and reputable company and one of the original founding players of the infomercial industry. We use some of their services and I would not hesitate to recommend them."

~Greg Renker, President, Guthy-Renker Corporation

"Northern Response has been our chosen international distributor for years. We've enjoyed our relationship with Northern and have confidence in their team to provide full global coverage."

~Jon Congdon, President, Product Partners, LLC, BeachBody

"If you want airtime, fulfillment, and retail distribution, then there's only one established company I can recommend without question and that's Northern Response. Northern has generated tremendous sales volume for us and our clients."

~David Chaladoff, President, David Chaladoff Media Inc.

"If you want a great company to work with and fill Canadian coverage, then I would recommend the Northern team. I also appreciate their candor and full disclosure. With Northern, you get more than a distributor, you get a partner."

~Chris Dudas, President, ROI Associates

"We have worked with Northern Response on a variety of products in certain international markets. We have always found them to be highly professional and timely in the communication of their efforts to promote and sell products."

~Poonam Khubani, Telebrands



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