



CCA launches Season of Champions Rewards Program

OTTAWA, February 10, 2011...The Canadian Curling Association (CCA) today unveiled an innovative and unique Season of Champions Rewards Program, which will provide subscribers with an array of consumer benefits and services.

For an annual enrolment fee of \$25, subscribers will receive a membership card, Season of Champions pin, key fob and welcome kit, which will explain all the potential discounts from a variety of suppliers.

It will also offer *"Front of the House"* ticket access to the CCA's 2012 Season of Champions (SOC) events. This "Front of the House" privilege will give program subscribers the first opportunity to purchase the seats of their choice to great Season of Champions events before they go on sale to the public.

In fact, anyone who purchases *a full week-long event pass to either the 2012 Scotties Tournament of Hearts, 2012 Tim Hortons Brier or 2012 Women's Worlds* will receive complimentary Season of Champions Rewards enrollment for the first year – a \$25 retail value. All other curling fans across the country will be able to go to the CCA's website (www.curling.ca), join on-line and start enjoying these great offers.

All net proceeds from the Season of Champions Rewards Program will be used to support the continued growth of the sport of curling in Canada.

Some of the companies which subscribers will be able to access for discounts or special incentives are New Wave Travel, Rexall stores and Dominion Automobile Association (DAA).

"At the most recent National Curling Congress, the CCA tabled its Business Plan & Organizational Strategy for the next quadrennial. Within that plan, we made it a priority to try and diversify the CCA's revenue base in support of the sport of curling and to create value-added programs for curling enthusiasts across the country," stated the CCA's Chief Executive Officer, Greg StremLaw. "This program is very unique within national sporting organizations, and we feel will be highly successful to those that make the investment into it. We have multiple plans to grow this program with significant corporate benefits and ticket privileges and I would encourage fans to get involved on the ground floor."

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Specifically, New Wave Travel will provide Season of Champions Reward members with discounts on travel, travel insurance (\$100,000 free coverage for those booking airline travel through New Wave Travel), car rental and accommodation services, with a private web platform created for program subscribers to utilize.

Dominion Automobile Association (DAA), one of North America's largest emergency roadside suppliers, will provide cardholders with a toll free number for various emergency roadside service benefits and discounts, such as towing, winching, battery jump start, flat tire service, etc.

Rexall and its associated companies (Pharma Plus, Guardian, IDA and The Medicine Shoppe Pharmacy) will offer pharmaceutical, drug and in-store discounts to SOC Rewards Program subscribers.

There are also plans to expand the program to involve other companies over the next few months.

Complete details, benefit listings, and the program overview will be posted on the CCA's website (www.curling.ca) by the end of this month such that people interested in joining the Season of Champions Rewards Program will be able to sign up on-line.

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For further information:

Greg Stremlaw
Chief Executive Officer
Canadian Curling Association
gstremlaw@curling.ca
1-800-550-2875 x 117
www.curling.ca

About New Wave Travel:

Since the mid-1970's, New Wave Travel has been both a mainstay and success story within the Canadian Retail Travel Industry. During this time New Wave has earned and maintained a position within The Air Canada Circle of Excellence and achieved the elite status as Member within the VIRTUOSO Network of travel companies worldwide.

New Wave was also the first travel company to partner with one of each of Canada's largest Retailers and Chartered Banks and offer their credit card customers' privately labeled full Travel Services.

In keeping with this tradition of innovative and forward thinking, New Wave has now partnered with one of the Internet's fastest growing travel companies, WIZIE Travel. This strategic alliance has created one of Canada's most formidable and comprehensive Internet-based travel resources with discounts and savings on airfares, hotel reservations and car rentals both across Canada and worldwide.

About Rexall:

Rexall's 100 plus year history of being there when Canadians are in need is as true today as it was in 1904, when the United Drug Company first opened its doors.

Since then the Rexall Family of Companies has grown to more than 1,800 locations nation-wide and today comprises more pharmacies than any other retail pharmacy network in Canada.

You know us as Rexall, Rexall Pharma Plus, Guardian Drugs, IDA and The Medicine Shoppe Pharmacy. You also know us as Canada's national mail-order pharmacy providing Canadians with the convenient delivery of more than 300,000 prescriptions each year directly to our patient's homes.

Rexall is proud to be pharmacy-first. We are connected through the community pharmacy spirit embodied in the Rexall Brand and collective commitment to the health and wellness of our patients and customers.

About Dominion Automobile Association (DAA):

For more than 60 years the Dominion Automobile Association (DAA) has been defining and refining the Roadside Assistance industry in Canada with its detail to customer service and rapid response.

With a network of over 8,000 towing professionals blanketing both Canada and the US, the Dominion Automobile Association has been an industry leader for decades.

So whether you're on your way across town to the curling rink or journeying cross-country, if you need affordable, reliable Roadside Assistance it's always one toll-free call away.