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February 1, 2011

JET ICE NOW AN OFFICIAL BUSINESS PARTNER WITH THE CANADIAN CURLING ASSOCIATION

Newmarket, Ontario: After many years of providing expertise and products to Canadian Curling Association (CCA) events, Jet Ice is pleased to announce that it is now an official Business Partner to the CCA under a new long term partnership that it has struck with the sport's national governing body.

"This agreement formalizes the positive relationship Jet Ice has had with the Canadian Curling Association at the event level," commented Steve Kovacevic, General Manager of Jet Ice. "As our relationship with the CCA grows, we will strengthen our support of Season of Champions events as well as assisting the CCA with their national training programs including Business of Curling Symposiums and Ice Technician courses".

For the past number of years, Jet Ice has provided products and services such as ice paint, rental paint equipment and water treatment systems to the Canadian Curling Association's annual Season of Championship events. As a business partner, Jet Ice will expand its partnership support to now include all eleven CCA events.

"A long term strategic partnership with Jet Ice and the Canadian Curling Association is a natural fit for our organization," stated the Canadian Curling Association's Chief Executive Officer, Greg StremLaw. "Jet Ice is a world leader in ice technology and a myriad of related services and equipment, and the CCA hosts not only major championships, but provides learning and training opportunities for Canadian curling centres and ice technicians across Canada. Jet Ice will add a great deal of value to many of these aspects of our operation. We are excited to have Jet Ice join us as one of the CCA's new business partners."

When it comes to curling, the passion for the sport starts at the top with Jet Ice's President, Deborah Wilcock. Deborah is a big fan of curling and attends most of Canadian Curling Association's major events each year.

For more information on the business partnership with the CCA, please contact:

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