

FOR IMMEDIATE RELEASE

Canadian company, Jet Ice *invited back to Rockefeller Center*

February 2006

Newmarket, Ontario, Canada.....NBC, thrilled with the success of the custom logo installation of the continental United States at Democracy Plaza in 2004 for the US Presidential election, asked Jet Ice once again to return to Rockefeller Center.

NBC dropped the puck on its inaugural "NHL on NBC" season January 14, 2006, live from Rockefeller Center. NBC broadcasters were placed in a studio box above the 30' logo on the Rockefeller ice rink surface. The Rockefeller Center rink is a multi-use facility; this required the logos to be installed and then removed after each game. Jet Ice distributor for the Massachusetts area, George Arnaoutis, performed the four midnight installations.



NBC Universal executive Gary Quinn says, "The ice rink is the centerpiece for our NHL on NBC Studio Show and Intermission Reports. The installation of the "NHL on NBC" logo at center ice has been a tremendous on-air and on-site enhancement. NBC is pleased with the Jet Ice product and look forward to working with them in the future."

Jet Ice has been very busy since the beginning of 2006, providing ice paint and logo stencils for the following events:

State Farm US Figure Skating Championships - St. Louis, Missouri
BMO Canadian Figure Skating Championships - Ottawa, Ontario
CHL Top Prospects Game - Ottawa, Ontario, Home of the Ottawa Senators
NCAA "100 Years" Frozen Four Tournament – Milwaukee, Wisconsin



Jet Ice has been "bringing ice to life" for 25 years. Founded by the late Mr. Doug Moore, Maple Leaf Garden's Chief Engineer, Jet Ice is the #1 choice of Professional Ice Makers. With over 4,000 customers world wide, their high quality ice paint and water treatment systems are used on surfaces ranging from local community rinks to world class facilities staging Olympic Games, National Curling Championships and the National Hockey League. Jet Ice has offices in Newmarket, Ontario and Regina, Saskatchewan.

