

NEWS RELEASE

The HEAT is on for 2009-10 AHL season

Abbotsford, Thursday, May 14 2009 – The name of the new American Hockey League (AHL) team coming to the Abbotsford Entertainment and Sports Centre will be the Abbotsford HEAT, announced Lane Sweeting, President of Fraser Valley Sports and Entertainment, today.

“We had an overwhelming response of name submissions on the website,” said Sweeting. “Out of more than 2,500 suggestions, the Abbotsford Heat was a top contender early on.”

Also announced today was the name of the season’s ticket winner from the online contest.

“Mark Arthur of Mission BC was the first person to submit the name and is the winner of two seasons tickets,” said Sweeting. “Mark was understandably thrilled and has already picked out his seats in the new Entertainment and Sports Centre for the AHL 09/10 season. The second pair of winning season’s tickets will be drawn early next week. Everyone who chose Abbotsford HEAT as the team name will be eligible to win.”

Fans still have time to pre-register for seasons tickets before they go on sale to the general public by visiting www.fraservalleyahl.com. Seasons tickets will go on sale by the end of May 2009.

The Abbotsford Heat will be the top development affiliate of the Calgary Flames. The Calgary Flames have been a member of the National Hockey League since 1980 and will celebrate their 30th season with the 2009/10 season.

In operation since 1936, the AHL continues to serve as the top development league for all 30 National Hockey League teams. Nearly 85 percent of today’s NHL players are American Hockey League graduates, and the current 2008-09 season marks the eighth consecutive year in which more than 6 million fans have attended AHL games across North America.

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