



PRIZE WINNERS ANNOUNCED IN THE KEWL 2007 PENALTY FREE SWEEPSTAKES CONTEST

(TORONTO, Ontario – February 14, 2007) – The Hockey Development Centre for Ontario (HDCO) and KEWL Threads are pleased to announce the prize winners of the **2007 KEWL Penalty Free Sweepstakes** from the entries that were received province-wide.

The Sweepstakes program is a promotion created by the members of the Hockey Development Centre for Ontario to foster skills, safety, and sportsmanship by encouraging penalty free play in Canada's most popular sport. This program is supported by the Ontario Ministry of Health Promotion and by KEWL Threads.

"This marks the 20th year that the Penalty Free Sweepstakes has been reaching communities throughout Ontario. We are very pleased with the tremendous response this program continues to receive as it is a testament that good, clean hockey is being played throughout the province, remarked HDCO Executive Director Wayne Dillon. Safety initiative programs like the Penalty Free Sweepstakes provide positive reinforcement to the thousands of coaches, officials, trainers, parents and volunteers who have all played a key role by encouraging penalty free hockey and advocating the ideals of skills, safety and good sportsmanship."

In addition to the prize-winning teams, each member on every team who entered the contest will receive a commemorative wristband in recognition of their penalty free play along with discount coupons from Pizza Pizza.

In conjunction with the Sweepstakes program, 10 KEWL Penalty Free MVPs were selected in a random draw to receive a McDonald's® Great Taste Card, a family pass to the Hockey Hall of Fame and a special trophy. This award was established to recognize individual players, nominated by their coach, who embody the values of the Penalty Free Sweepstakes – skills, safety and sportsmanship.

The members of the Hockey Development Centre for Ontario would like to extend our congratulations to all the boys and girls, men and women, who have demonstrated their support by playing penalty free hockey. The HDCO also extends appreciation to KEWL Threads, the Ontario Government and all our corporate partners for making the 2007 KEWL Penalty Free Sweepstakes such a positive initiative.

-30-

For additional information, please contact:

Wayne Dillon
Executive Director
Hockey Development Centre for Ontario
(416) 426-7252 or 1-888-843-4326
Email: hockey@hdco.on.ca
Web Site: www.hdco.on.ca

List of Prize Winners Attached

2007 KEWL PENALTY FREE SWEEPSTAKES PRIZE WINNERS

BRAMPTON BATTALION OHL TICKETS

BRAMPTON BOMBERS	BRAMPTON	PEEWEE
------------------	----------	--------

WAYNE GRETZKY TEESHIRTS

TORONTO ROYALS PEEWEE AA	WOODBRIIDGE	PEEWEE
WEST MALL LIGHTNING	TORONTO	ATOM

HOCKEY HALL OF FAME PASSES

TED REEVE TORNADOS	TORONTO	ATOM
--------------------	---------	------

HITZ SPORTSWEAR HOCKEY SWEATERS

ETOBICOKE DOLPHINS	TORONTO	ATOM
NY KNIGHTS MINOR ATOM SELECT	TORONTO	ATOM

HOCKEY NEWS SUBSCRIPTION

CANADIAN TIRE RED	KENORA	MIDGET
CANTERBURY TROJANS	OTTAWA	BANTAM
THOROLD MIDGET #2 BLACK	THOROLD	MIDGET

KEWL WINDSUITS

BAD GIRLS BLAZERS	BELMONT	PEEWEE
BEACHBURG NOVICE BULLS	WESTMEATH	NOVICE
CLARENCE SENATORS NOVICE C1	CLARENCE CREEK	NOVICE
CONEY ISLAND BLUES	KENORA	MIDGET
DEVILS	KITCHENER	BELOW NOVICE
DRYDEN PAPER KINGS	DRYDEN	ATOM
EAST SIDE MARIOS	NORTH BAY	ATOM
GEORGETOWN MINOR ATOM AE RAIDERS	GEORGETOWN	ATOM
GIANT TIGER	ESPANOLA	NOVICE
MANITOUWADGE COPPER KINGS	MANITOUWADGE	NOVICE
NORWEST BANTAM A	THUNDER BAY	BANTAM
OAKVILLE BLUE GATORS	OAKVILLE	BELOW NOVICE
PREFERRED MAROONS	CHATHAM	ATOM
RED LAKE LIONS	COCHENOUR	ATOM
ST.ISIDORE LES AIGLES	ST ISIDORE	MIDGET
STONEY CREEK PURPLE HAZE	STONEY CREEK	SR
TEMAGAMI TIMBERWOLVES	TEMAGAMI	ATOM
WIKWEMIKONG THUNDER HAWKS	WIKWEMIKONG	PEEWEE
WINDSOR WILDCATS PEEWEE A	TECUMSEH	PEEWEE
WINGHAM JUVENILE	BELLGRAVE	JUVENILE
REMAX	MARKHAM	MINOR NOVICE

KOBE TRACKSUITS

WATERLOO RAVENS ATTACK	WATERLOO	ATOM
------------------------	----------	------

LASER QUEST PARTY

BRAMPTON ATOM SPITFIRES	BRAMPTON	ATOM
KITCHENER WARRIORS	KITCHENER	PEEWEE
MARKHAM ISLANDERS	THORNHILL	BANTAM
PORT CREDIT PEEWEE	MISSISSAUGA	PEEWEE
REAL MCCOY	SCARBOROUGH	NOVICE
SNIPERS	OTTAWA	NOVICE
WEST LONDON PEEWEE WC	LONDON	PEEWEE

MCDONALD'S GREAT TASTE CARD

NEWMARKET CADENCE	NEWMARKET	NOVICE
WESTFORD MAROONS	THUNDER BAY	PEEWEE
WHITBY WOLVES ATOM C	WHITBY	ATOM

NHLPA PRIZE PACK

WILBERFORCE ROCKETS	BANCROFT	TYKE
---------------------	----------	------

OMHA PRIZE PACK

EAST GWILLIMBURY EAGLES	NEWMARKET	MIDGET
-------------------------	-----------	--------

OSHAWA GENERALS OHL TICKETS

AJAX KNIGHTS ATOM AA	AJAX	ATOM
NORTH OSHAWA THUNDER	OSHAWA	NOVICE

2007 KEWL PENALTY FREE SWEEPSTAKES PRIZE WINNERS

PIZZA PIZZA TEAM PARTY

BLACKBURN STINGERS ATOM A	OTTAWA	ATOM
BURLINGTON BARRACUDAS	BURLINGTON	ATOM
DOFASCO STEELHAWKS	HAMILTON	ATOM
EAGLES	OAKVILLE	NOVICE
GIBSONS WATERLOO	WATERLOO	PEEWEE
GUELPH THUNDER	GUELPH	ATOM
KINGSTON WEBWOODS ICE WOLVES ATOM C	KINGSTON	ATOM
KITCHENER RAMPAGE	KITCHENER	PEEWEE
LAMBETH LANCERS	LONDON	PEEWEE
MORE MANAGEMENT	BRAMPTON	ATOM
NINJA TURTLES (BANTAM)	THUNDER BAY	BANTAM
OAKRIDGE AEROS	LONDON	NOVICE
ORILLIA HAWKS	ORILLIA	BANTAM
OTTAWA CENTRES SHOOTINGS DEVILS	OTTAWA	NOVICE
PAOC PREDATORS	BRANTFORD	ATOM
ROYALS	KITCHENER	BANTAM
SARNIA STING	SARNIA	BANTAM
SSE WILD	LONDON	NOVICE
THORNTON TIGERS #1	BARRIE	NOVICE
TIMMINS READY QUIP RAMPAGE	TIMMINS	PEEWEE
WITLEY FINANCIAL	BELLEVILLE	ATOM
YORK CENTRAL GIRLS WHITE PANTHERS TEAM 103	NEWMARKET	NOVICE

PLAYDIUM PLAY CARDS

ERINDALE #35	MISSISSAUGA	NOVICE
MEADOWVALE HAWKS 65	MISSISSAUGA	PEEWEE

RYR SPORTS INC. HOCKEY BAGS

WILLOWDALE BLACKHAWKS	TORONTO	PEEWEE
-----------------------	---------	--------

RYR SPORTS INC. JERSEYS

APPLEWOOD COYOTES	MISSISSAUGA	BELOW NOVICE
GORE BAY BRUINS	GORE BAY	BELOW NOVICE
HEARST CAISSE POPULAIRE	HEARST	BELOW NOVICE
HONEYWOOD HURRICANES	SHELBURNE	BELOW NOVICE
I.C. CANADIENS	ST CATHARINES	BELOW NOVICE
IMMACULEE CONCEPTION CANADIENS	ST CATHARINES	BELOW NOVICE
LEATHERSPORTS	OSHAWA	BELOW NOVICE
MARKHAM TYKE SELECT	MARKHAM	BELOW NOVICE
MEAFORD MUSTANGS TYKE #2	MEAFORD	BELOW NOVICE
MGHL FUNDAMENTAL #2 RED ROCKETS	MISSISSAUGA	BELOW NOVICE
MILTON WINTERHAWKS	MILTON	BELOW NOVICE
MILVERTON WHITE DRIVES	MILVERTON	BELOW NOVICE
NORWOOD HORNETS	NORWOOD	BELOW NOVICE
NOTL WOLVES	NIAGARA ON THE LAKE	BELOW NOVICE
OAKVILLE RANGER TYKE SELECT 2	OAKVILLE	BELOW NOVICE
OPTIMIST CLUB EAGLES	OAKVILLE	BELOW NOVICE
ORANGEVILLE FLYERS TYKE	ORANGEVILLE	BELOW NOVICE
ORILLIA SHRINE CLUB	ORILLIA	BELOW NOVICE
ORO THUNDER TYKE 1	SHANTY BAY	BELOW NOVICE
PLAY IT AGAIN SPORTS	TORONTO	BELOW NOVICE
PORT CREDIT 21	MISSISSAUGA	BELOW NOVICE
RED WINGS	STONE CREEK	BELOW NOVICE
SHELBURNE TYKE 1	HONEYWOOD	BELOW NOVICE
STONE CREEK TYKE RED WINGS	STONE CREEK	BELOW NOVICE
WEST ROUGE COMMUNITY ASSOC	PICKERING	BELOW NOVICE

RYR SPORTS INC. HOCKEY PANTS

VAUGHAN RANGERS	THORNHILL	ATOM
-----------------	-----------	------

SUDBURY WOLVES OHL TICKETS

WEST NIPISSING STING	STURGEON FALLS	NOVICE
----------------------	----------------	--------

TORONTO MAPLE LEAFS PRACTICE

BRIMELL TOYOTA	SCARBOROUGH	ATOM
GREEN KNIGHTS	TORONTO	NOVICE
MERIDIAN	TORONTO	NOVICE
QUEENSWAY CANADIENS	TORONTO	NOVICE
SAVON DRUGMART	ETOBICOKE	NOVICE
TORONTO CITY BLUES MINOR ATOM AA	TORONTO	ATOM

2007 KEWL PENALTY FREE SWEEPSTAKES PRIZE WINNERS

TORONTO MARLIES AHL TICKETS

SCARBOROUGH YOUNG BRUINS	SCARBOROUGH	BANTAM
TORONTO CITY BLUES	TORONTO	MIDGET

VICEROY PAIL OF PUCKS

OTTAWA SENATORS	VINELAND	ATOM
-----------------	----------	------

VICEROY PRACTICE ICE

CLEARVIEW ICECATS ATOM B	LISLE	ATOM
--------------------------	-------	------

VICEROY PROSNAP

GRAFTON NOVICE	COBOURG	NOVICE
SAUGEEEN SHORES STORM	PORT ELGIN	NOVICE

VICEROY SOFTHANDS

BEETON TYKE II "STINGERS"	BEETON	BELOW NOVICE
---------------------------	--------	--------------

WINDSOR SPITFIRES OHL TICKETS

RIVERSIDE NOVICE #4 (ORANGE)	WINDSOR	NOVICE
------------------------------	---------	--------

2007 KEWL MVPs

CARA ANDERNACHT	BRAMPTON CANADETTES BANTAM HL	BRAMPTON	AGE 13
CHRISTOPHER BARBINI	TORONTO ACES ATOM A	TORONTO	AGE 10
TYLER DISIMONI	ST. CATHARINES CYO AVALANCHE SELECTS	ST. CATHARINES	AGE 13
ELIZABETH DITELLA	MGHL "TEAM LICORICE"	MISSISSAUGA	AGE 13
BRODY FERREIRA	NOVICE FLYERS	CAMBRIDGE	AGE 8
MITCHELL FOWLER	AJAX KNIGHTS ATOM AA	AJAX	AGE 10
ADAM MORROW	WILLOWDALE BLACKHAWKS	TORONTO	AGE 12
JONATHAN REID	BYHA MINOR ATOM INTRACITY SPITFIRES	BRAMPTON	AGE 9
JACOB SAUNDERS	LIDLAW EAGLES	OAKVILLE	AGE 7
ERIC WONG	COULDING PARK SELECT 1998	NORTH YORK	AGE 8

