

FOR IMMEDIATE RELEASE

Synthetic Ice Brings New Possibilities to St. John's Newfoundland

Dartmouth, Nova Scotia, July 26, 2011 - IcePro Sports is introducing the possibility of installing synthetic ice to communities across Newfoundland and Labrador through a one-day pilot project on July 28th, hosted at the Glacier Arena, 45 Olympic Drive, Mount Pearl, St. John's from 10am until 2pm. Special guests will include various levels of government and key decision makers from private sector businesses, all exploring the opportunity of making this product an alternative to capital intensive refrigerated surfaces.

This pilot project gives attendees the chance to get educated on the product and it's capabilities through a live demonstration. Synthetic ice is a sound and cost effective solution for communities that struggle with recreational budgets. With similar performance characteristics, but a fraction of the cost of traditional frozen surfaces, the product is becoming increasingly popular in communities, training facilities and even backyard rinks.

"Our company's goal is to make recreational and high performance skating experiences accessible, affordable and fun!" says owner of IcePro, Tim Oldfield. "We provide an exceptional product at a fraction of the cost of mechanically refrigerated ice facilities."

IcePro Sports is the exclusive global distributor for the world-class ICE-Y-BLUE 700™ technology – a product that is specifically engineered for skating by the factory in Germany. IcePro has most recently been selected by a prominent Canadian Oil Sands Company to build a full size arena in their Alberta location.

Thursday's pilot is open to the public. Bring your skates!

For more information about IcePro please contact Tim Oldfield at 902-225-4525 or visit the company website at www.IcePro.ca

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