



# **PRESS RELEASE**

**Brion O'Connor**  
**Director of Public Relations**  
**Hockey East Association**  
591 North Ave – #2  
Wakefield, MA 01880  
Office: (781) 245-2122  
Cell: (978) 609-7224  
boconnor@HockeyEastOnline.com

**FOR IMMEDIATE RELEASE: SEPTEMBER 26, 2006**

## **HANNAFORD SUPERMARKETS, IN PARTNERSHIP WITH KRAFT FOODS, SPONSORS HOCKEY EAST KIDS' CLUB**

BOSTON, Mass. - The Hockey East Association today announced a renewal of a sponsorship with Hannaford Supermarkets, in conjunction with Kraft Foods. The sponsorship centers around the creation of the "Hannaford Hockey East Kids' Club," which will provide young Hockey East fans, ages 6-16, access to a variety of offerings, including free admission to college hockey games and special events throughout the New England region.

"We are very happy that Hannaford and Kraft will partner with us again this season", said Hockey East Commissioner Joe Bertagna. "Together we enjoyed our inaugural campaign, and we look forward to bringing more enjoyment to more families this season."

Open to youth ages six to sixteen, the Hannaford Hockey East Kids' Club will feature several events during the 2006-07 college hockey season, including "Meet & Greet" autograph sessions with various Hockey East teams and ticket promotions for regular season and quarterfinal playoff games at selected Hockey East campus locations.

Hannaford Hockey East Kids' Club membership information will be available at selected Hannaford Supermarkets throughout New England. Parents will have the chance for their children to join the Hannaford Hockey East Kids' Club for FREE by purchasing three participating Kraft products that carry a Sensible Solution(tm) flag. Parents can also look for more information about the Hannaford Hockey East Kids' Club and coupons for Sensible Solution products in the 2006-07 Hannaford Hockey East Kids Club Guide.

A great resource for expert and novice Hockey East fans alike, the Guide will feature coaching tips, rules instruction and 2006-07 Hockey East composite schedules, along with a schedule of events open for all Hannaford Hockey East Kids' Club members. In addition, Kraft and Hannaford will offer "Healthy Eating & Snacking Tips" featuring Kraft Sensible Solution products. These products meet specific "better-for-you" nutrition criteria that have been defined, on a per serving basis, for each category of Kraft products. Copies of the 2006-07 Hannaford Hockey East Kids' Club Hockey Guide will be available at selected Hannaford Supermarkets, as well as at the home arenas of each Hockey East team, beginning on or around October 15th. Enrollment in the program is open through January 31, 2007.

**– HockeyEastOnline.com –**

“The student-athletes at these great institutions are terrific examples of how proper physical fitness and nutrition can help you compete at the highest levels, both on the ice and in the classroom,” said Laurie Hirsch, Director of Health and Wellness, Kraft Foods. “We hope that, together with Hannaford Supermarkets, our support can help remind and encourage youngsters and their parents about the importance of developing healthy lifestyles through physical activity and a balanced diet.”

Hannaford Bros. Co., based in Scarborough, Maine, operates 158 stores under the Hannaford Supermarket and Hannaford Supermarket and Pharmacy names. Hannaford stores feature Guiding Stars, a simple, easy-to-use tool to help customers locate the most nutritious foods in the store quickly and easily. Hannaford employs more than 26,000 associates. The company is owned by Delhaize Group of Brussels, Belgium. Additional information can be found at [www.hannaford.com](http://www.hannaford.com).

The Hockey East Association is a ten-team, Division 1 men’s college hockey conference, with offices based in Wakefield, Mass. Founded in 1983, the conference is entering its 22nd season as one of the premier collegiate hockey conferences in the country. Hockey East teams are consistently ranked among the top programs in the nation and member teams have won four NCAA championships in the past 13 years. The conference also sponsors a women’s league, founded in 2001, which currently features eight Division 1 women’s ice hockey programs. For more information on Hockey East, please visit [www.HockeyEastOnline.com](http://www.HockeyEastOnline.com).

Kraft Foods (NYSE:KFT) is the world’s second-largest food and beverage company. For more than 100 years, they’ve helped people around the world eat and live better. Millions of times a day, in more than 150 counties, consumers reach for their favorite Kraft brands, including *Kraft* cheeses and dinners, *Jacobs*, *Gevalia* and *Maxwell House* coffees, *Oscar Mayer* meats, *DiGiorno* pizzas, *Oreo* cookies, *Ritz* and *Wheat Thins* crackers and chips, *Philadelphia* cream cheese, *Milka* and *Cote d’Or* chocolates, *Honey Bunches of Oats* cereals, *Good Seasons* salad dressings and *Tang* refreshment beverage. Consumers are also adding new products like *Tassimo*, *South Beach Diet* and a growing range of better-for-you *Sensible Solution* products to their shopping baskets, continually expanding their list of Kraft favorites.

– ***HockeyEastOnline.com*** –