



NEWS RELEASE

Tickets for the Grey Power Players' Championship on Sale November 6

DAWSON CREEK, B.C., November 3, 2009 – The Capital One Grand Slam of Curling and Global Spectrum Facility Management operators of the EnCana Events Centre announced today that tickets for the 2010 Grey Power Players' Championship will go on sale to the general public on Friday, November 6 at 10:00 a.m. local time.

The season's final Capital One Grand Slam of Curling event, the 2010 Grey Power Players' Championship is scheduled to take place at the EnCana Events Centre in Dawson Creek, B.C. from April 13-18. The event will feature a separate men's and women's draw consisting of the world's top 13 ranked teams from the 2009-10 season as well as curling's gold, silver and bronze medallists from the 2010 Olympic Winter Games.

"The Grey Power Players' Championship is such an incredibly difficult tournament to win," said Kevin Koe, one of Canada's top 2010 Olympic Winter Games hopefuls. "To qualify for this event means your team has had an exceptional season. Once you get here, you're facing off against the world's best teams and they're no easy games."

Ticket packages for the Grey Power Players' Championship are available by visiting www.dawsonco-optickets.com or phoning 1-877-339-TIXX (8499). Seats are also available through the Tiger Box Office Plus and Dawson Co-op High Performance Ticket outlet.

"We are excited and proud to be hosting this prestigious tournament at the EnCana Event Centre," said Ryan MacIvor, General Manager for Global Spectrum Facility Management operators of the EnCana Events Centre. "Featuring the world's top teams, as well as the medallists from the 2010 Olympic Winter Games, this is the perfect gift for the curling fan on your holiday shopping list. We encourage everyone to take advantage of the early bird tickets prices while they last."

Potential competitors for the 2010 Grey Power Players' Championship include World Champions Kevin Martin (Edmonton, Alta.), Jennifer Jones (Winnipeg, Man.), Glenn Howard (Coldwater, Ont.), David Murdoch (Lockerbie, Scotland), Bingyu Wang (Harbin, China), Randy Ferbey (Edmonton, Alta.), Anette Norberg (Saltsjö Boo, Sweden), Kelly Scott (Kelowna, B.C.), Kerry Burtnyk (Winnipeg, Man.), Jeff Stoughton (Winnipeg, Man.) and Wayne Middaugh (Midland, Ont.) as well as Olympic gold medallist Brad Gushue (St. John's, Nfld.) and Olympic bronze medallist Shannon Kleibrink (Calgary, Alta.).

"Certainly having the reigning Olympic medallists in the field will provide teams with some extra motivation, as everyone will want to take their shot at the champs," said two-time

Alberta women's champion Renee Sonnenberg. "This is an event that all the world's top teams have circled on their calendar."

Held annually since 2001-02, the Capital One Grand Slam of Curling features the world's best players in one series.

As part of its exclusive agreement, CBC will air live playoff coverage of the first three men's 2009-10 Capital One Grand Slam of Curling events. CBC will also broadcast the men's and women's finals of the 2010 Grey Power Players' Championship.

About Grey Power

Grey Power is the industry leader in providing auto and home insurance to mature Canadians. Grey Power recognizes it takes years of skill and experience to achieve a good driving record and rewards that experience with substantial savings through the Experience Advantage™. With Grey Power, Canadians not only save on their insurance but also get superior service and expert advice. Grey Power products are provided by Trafalgar Insurance Company of Canada, a member company of Intact Financial Corporation (TSX: IFC), Canada's largest provider of auto, home and business insurance.

About Capital One

Located in Toronto, Ontario, Capital One has offered Canadian consumers a range of competitive MasterCard® credit cards since 1996, when the company first introduced the Platinum MasterCard® in Canada. Capital One Canada is a division of Capital One Bank, a subsidiary of Capital One Financial Corporation of McLean, Virginia (NYSE: COF).

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