



# PRESS RELEASE

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## **KRAFT FOODS, IN PARTNERSHIP WITH HANNAFORD SUPERMARKETS, TO SPONSOR HOCKEY EAST KIDS' CLUB** *Two events this week commence membership drive*

The Hockey East Association today announced a newly-forged corporate sponsorship with Kraft Foods, in partnership with Hannaford Supermarkets. The sponsorship centers around the creation of the "Kraft Kids' Club," which will provide young Hockey East fans offerings and special access to conference and member institution games, events and activities.

"We are delighted to be associated with both Kraft Foods and Hannaford Supermarkets", said Hockey East Commissioner Joe Bertagna. "We are optimistic that this partnership will be beneficial for all parties involved."

Open to youths aged six to 14, the Kraft Kids' Club will feature several events during the 2005-2006 college hockey season, including coaches' clinics, "Skate with the Mascot(s)" and ticket promotions for regular season and quarterfinal playoff games at selected Hockey East campus locations, as well as the finals at the TD Banknorth Garden in March 2006.

The first event will be "Afterschool with the Black Bears" and will take place tomorrow, Wednesday, Dec. 7, at the Cumberland County Civic Center in Portland, Maine, from 3:00 p.m. to 4:00 p.m. Prospective Kids' Club members can pick up club registration materials before meeting the Maine players and touring their locker room. The second event will be Sunday, Dec. 11, at UNH's Whittemore Center in Durham, N.H. Prospective members will be granted free admission to the women's Hockey East All-Star game (vs. the U.S. National Team) and will be able to meet with selected players from both squads.

Kraft Kids' Club membership information will also be available at selected Hannaford Supermarkets throughout New England. Parents will have the chance for their child to join the Kraft Kids' Club for FREE by purchasing three participating Kraft *Sensible Solution*™ products. Parents can also look for more information about the Kraft Kids' Club and coupons for *Sensible Solution* products in the 2005-2006 Hockey East Hockey Guide.

A great resource for expert and novice Hockey East fans alike, the Guide will feature coaching tips, rules instruction and 2005-2006 Hockey East schedules. In addition, the Guide will also feature information about Kraft's *Sensible Solution* program and 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 2005-2006 Hockey East Hockey Guide will be available at selected Hannaford Supermarkets, as well as at the home arenas of each Hockey East team. Enrollment in the program is open December 1, 2005, through January 31, 2006.

"The student-athletes at these great institutions are terrific examples of how appropriate 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."

The Hockey East Association is a 10-team Division-I 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-I programs. For more information on Hockey East, please visit [HockeyEastOnline.com](http://HockeyEastOnline.com).

Kraft Foods markets many of the world's leading food brands, including *Kraft* cheese, *Maxwell House* and *Jacobs* coffees, *Nabisco* cookies and crackers, *Philadelphia* cream cheese, *Oscar Mayer* meats, *Post* cereals and *Milka* chocolates, in more than 155 countries. For more information on Kraft Foods and *Sensible Solution* products please visit [kraft.com](http://kraft.com).

Hannaford Bros. Co., based in Scarborough, Maine, operates 145 supermarkets and food and drug combination stores in Maine, New Hampshire, Vermont, New York and Massachusetts. These stores operate under the Hannaford Supermarket and Hannaford Supermarket and Pharmacy names. Hannaford employs more than 24,000 associates. The company is owned by Delhaize Group of Brussels, Belgium. Additional information about the company can be found at its web site, [hannaford.com](http://hannaford.com).

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