



NEWS RELEASE

Canada's Best Curlers Return to Waterloo for the Masters of Curling

*Ticket packages for the first leg of the men's
Capital One Grand Slam of Curling series now on sale*

WATERLOO, ONT., September 29, 2008 – Insight Sports and the World Curling Tour announced today that early bird ticket packages for the Masters of Curling, the first leg of the men's 2008-09 Capital One Grand Slam of Curling series are currently on sale. Scheduled to take place at the Waterloo Memorial Recreation Complex from November 12-16, 2008, the Masters of Curling will feature Canada's top skips including World Champions Kevin Martin (Edmonton, Alta.), Glenn Howard (Midland, Ont.) and Randy Ferbey (Edmonton, Alta.) as well as Olympic gold medallist Brad Gushue (St. John's, Nfld.).

Tickets for the Masters of Curling can be purchased online through TicketMaster at www.ticketmaster.ca or by phoning (416) 870-8000. Individuals can also obtain seats to the five-day event through the Waterloo Memorial Recreation Complex box office by dialling (519) 886-2375 or through the Kitchener-Waterloo Granite Club by phoning 1 (866) 406-0051.

Waterloo previously played host to the Masters of Curling in November 2006. The tournament was won by Howard who returns to Waterloo as the two-time defending champion at the event.

"Waterloo has always been a strong and passionate supporter of curling and we're thrilled to once again host Canada's top skips for the Masters of Curling," said Neil Bailey, Co-chair of the Local Organizing Committee for the Masters of Curling. "The 2006 Masters of Curling tournament was a great success and we're looking forward to building on that success as we showcase one of the premier events on the Canadian sport calendar."

An elite, annual Canadian curling event, the Capital One Grand Slam of Curling is a series of eight men and women's events that feature this nation's deepest and strongest curling fields. The top 13 ranked Canadian teams and the top two Ontario-based rinks on the Capital One Order of Merit rankings as of October 13, 2008 will automatically qualify to compete at the Masters of Curling. The

remaining three entries in the 18-team field will include a pair of teams from Europe and a squad from the United States of America.

“The Capital One Grand Slam of Curling events are without question the toughest curling tournaments to win in Canada,” said skip Wayne Middaugh, the 2003-04 Masters of Curling champion, from Midland, Ont. “With a field that features the best teams in the world there are no easy games. Couple that with the fact that there are a significant amount of qualifying points available for the 2009 Canadian Trials and this is an event that all of Canada’s top teams have circled on their calendar.”

The Capital One Grand Slam of Curling events are closely tied to the Canadian Curling Association's qualifying process for the 2010 Olympic Winter Games in Vancouver. Through their performance in the Capital One Grand Slam of Curling events, rinks can earn a significant amount of points towards securing a berth at the 2009 Canadian Trials.

Following the Masters of Curling, the 2008-09 men’s Capital One Grand Slam of Curling series continues in The National, taking place at ExpoCité in Quebec City from December 3-7, 2008. Winnipeg will host the men’s third event, the BDO Classic Canadian Open, from January 21-25, 2009 at the MTS Centre.

As part of the men’s 2008-09 Capital One Grand Slam of Curling series, the BDO Classic Canadian Open will feature the debut of the *Capital One Million Dollar Button*. As part of the *Capital One Million Dollar Button* contest, one lucky fan will win the chance to throw a rock to the button for \$1 million (CDN), live on CBC Television.

The women’s 2008-09 Capital One Grand Slam of Curling series begins with the Trail Appliances Autumn Gold Curling Classic from October 10-13, 2008 at the Calgary Curling Club in Calgary, Alta. Two weeks later, the Fort Rouge Curling Club will host the series’ second event, the Casinos of Winnipeg, from October 24-27, 2008 in Winnipeg, Man. The series’ third leg, the Wayden Transportation Ladies Classic, will be held from November 14-17, 2008 at the Abbotsford Curling Club in Abbotsford, B.C. while New Glasgow, N.S. will host the women’s fourth event, the Sobeys Slam, from November 27-30, 2008 at John Brother MacDonald Stadium.

The 2008-09 Capital One Grand Slam of Curling series concludes with the Players’ Championship at the Canada Games Arena in Grande Prairie, Alta. Featuring both a men’s and women’s draw, the Players’ Championship is scheduled to take place from April 14-19, 2009.

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).

About Insight Sports Ltd.

Insight Sports Ltd. is a leading North American sports media and entertainment company which owns, creates, aggregates and distributes sports and entertainment content across multiple platforms, including broadcast television, events, on-line, mobile, in-arena and video on-demand. Among its event assets, Insight Sports owns and operates the Capital One Grand Slam of Curling (www.worldcurlingtour.com), a series of eight high-profile men and women's events that feature Canada's deepest and strongest curling fields.

-30-

For additional information, please contact:

Eric Michalko
Communications Director
Capital One Grand Slam of Curling
(416) 669-2401
eric@wendykane.com