



**NHL-SPONSORED "ACE'S GOT SKILLS" PROGRAM LAUNCHES MULTI-CITY TOUR
5, 000 Squirt & Pee Wee Youth Hockey Players Expected To Compete**

NEW YORK (February 28, 2006) - The Ace Bailey Children's Foundation announced today the launch of the Second Annual "Ace's Got Skills" program, supported by the National Hockey League and operated by RDW Sports Marketing, Inc., to raise money for the Ace Bailey Children's Foundation.

The "Ace's Got Skills" program is modeled after the NHL's popular All-Star SuperSkills Competition, and gives boys and girls ages 9-12 the opportunity to come out and test their skill level in skating, puck handling, and shooting categories.

Garnet "Ace" Bailey played 11 years in the NHL, winning two Stanley Cup Championships with the Boston Bruins in 1970 and 1972. On September 11, 2001, Ace was flying to begin training camp as director of pro scouting for the Los Angeles Kings when his plane struck one of the World Trade Center Towers. The inaugural "Ace's Got Skills" program was launched in New York City in memory of his passing four years ago. A portion of the registration fees will go to the Ace Bailey Children's Foundation.

"This program is one of the best ways we can honor Ace's memory," said Katherine Bailey, Ace's wife and chairwoman of the Boston-based Foundation. "Ace would be proud to know that we are giving children the opportunity to enjoy some of the most exciting aspects of the game that he loved so much."

This year, the NHL and its Member Clubs will host local and regional "Ace's Got Skills" competitions. Regional winners will face-off in a national championship, June 24-25, in New York City.

"Ace's Got Skills" serves as a great stage for the youth hockey community to showcase its commitment and passion to the sport of hockey," said Alysse Soll, vice president of fan development for the NHL.

Sports Illustrated For Kids will serve as the promotional partner for the Top Skills Award, presented to the participant with the highest collective score from each of the individual challenges. The winner will automatically advance to the finals.

"This relationship provides us with an outstanding opportunity to increase the visibility of the SI For Kids brand among a core audience of teen and tween hockey players and fans," said Dave Watt, Publisher of *Sports Illustrated For Kids*. "Moreover, we are proud to work with the Ace Bailey Children's Foundation and the NHL in this capacity."

The Ace Bailey Children's Foundation focuses on the well-being of hospitalized children undergoing medical treatment with the establishment of programs, environments, and professional services that ease the stress inherent in a hospital stay for children and their families.

RDW Sports Marketing, Inc. is a full-service sports marketing firm, specializing in the development of community outreach and grassroots marketing programs for professional sports organizations. For more information, log on to www.rdwsports.com.

For a full schedule and registration details for the "Ace's Got Skills" program, log on to www.AcesGotSkills.com. For more information on the Ace Bailey Children's Foundation, visit www.acebailey.org.

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