



## NEWS RELEASE

### Capital One Grand Slam of Curling Partners with Shaw Media

*Coverage on **Global Television** set to launch with the **Players' Championship** April 21-22 in **Summerside, PEI** featuring the top 8 men's and women's teams from around the world competing for \$370,000 in prize money*

*Olympic Silver Medalist **Cheryl Bernard** and Two-time World Champion **Don Duguid** team up as colour commentators*

TORONTO, ON, March 26, 2012 – **Shaw Media** and the **Capital One Grand Slam of Curling** announced today that the men's and women's finals of the Players' Championship April 21-22 will be broadcast live, beginning at 12:00pm EST on Global Television.

Held annually since 2001-02, the **Capital One Grand Slam of Curling** is a series of four elite international events with the largest prize purse in curling, totaling \$670,000.

"The **Capital One Grand Slam of Curling** is an outstanding addition to our lineup," said Barbara Williams, Senior Vice President, Content. "As the crown jewel of the Grand Slam series with an elite field of competitors, it's the perfect addition to our extensive PGA Tour coverage, adding up to a great weekend for Canadian sports fans."

**The Players' Championship** will see the debut of a new broadcast team with Olympic Silver Medalist, **Cheryl Bernard** teaming up with Two-time World Champion and veteran NBC Olympic commentator, **Don Duguid**.

"I'm really excited about this opportunity", said Bernard, who's team just failed to qualify for the Players' Championship, "I have always wanted to try commentating but since I am always playing, there was never a chance. So when this became available, I jumped at it, and then to find out I will be sitting beside the master, Don Duguid, well that's just icing on the cake."

"I'm looking forward to being back on Canadian television," said Duguid, the curling expert for NBC's Olympic coverage for the past three Olympic Games. "To be able to team up with a great champion like Cheryl will enable us to provide a new perspective on this event. The Grand Slam fans are going to see a very innovative broadcast as we will be committed to interacting with the fans and also taking them behind the scenes."

Each Slam event boasts a line-up featuring the world's best teams competing for the **Capital One Cup**, awarded to the one men's team and one women's team that accumulate the most points throughout the season based on their performance in selected **Capital One Grand Slam of Curling** events.

"We're excited to announce our partnership today with Shaw Media as it means that our fans will see outstanding national coverage of the brand new format we have introduced for this

year's **Players' Championship**," said Kevin Albrecht, CEO, Grand Slam of Curling "For the first time ever, the top 8 teams on the world rankings will battle it out for the largest prize purse in curling. The combined purse for the men's and women's divisions, including the year-end **Capital One Cup**, will be \$370,000."

The 16 top ranked teams in the world qualified for the **Players' Championship**:

Men's Teams:

Team Mike McEwen, Manitoba  
Team Glenn Howard, Ontario  
Team Kevin Martin, Alberta  
Team Niklas Edin, Sweden  
Team Jeff Stoughton, Manitoba  
Team Kevin Koe, Alberta  
Team Brad Gushue, Newfoundland/Labrador  
Team John Epping, Ontario

Women's Teams:

Team Jennifer Jones, Manitoba  
Team Sherry Middaugh, Ontario  
Team Heather Nedohin, Alberta  
Team Cathy Overton-Clapham, Manitoba  
Team Eve Muirhead, Scotland  
Team Silvana Tirinzoni, Switzerland  
Team Chelsea Carey, Manitoba  
Team Stefanie Lawton, Saskatchewan

Taking place during the Players' Championship will be the semi-final event for the **Capital One Million Dollar Button** contest. Seven lucky participants from across Canada will be given one chance to draw to the button, with the participant who's rock lands closest to the button declared the winner of the semi-final. On Sunday April 22, one finalist will throw one rock in an attempt to draw to the button for a chance at \$1 million.

Four of the semifinalists qualify on-site at each the four **Capital One Grand Slam of Curling** events throughout the season, and an additional three semifinalists will be randomly selected from online entries submitted between now and March 25, 2012, on the contest website at [milliondollarbutton.ca](http://milliondollarbutton.ca).

For more information about the **Capital One Grand Slam of Curling** and the **Players' Championship**, visit [www.grandslamofcurling.com](http://www.grandslamofcurling.com).

For tickets for the **Players' Championship**, in Summerside, PEI, visit <http://cupevents.ca/>

## About Capital One

With offices in Toronto and Montreal, 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 Shaw Media

Shaw Media operates Global Television and 18 of the country's most popular specialty channels, including HGTV Canada, Mystery TV, National Geographic Channel, Showcase, History Television, Food Network Canada and TVtropolis, plus more than 20 online properties.

In addition to consistently scoring many of the Top 20 programs in Canada with major ratings hits such as *Glee*, *Hawaii Five-0*, *House*, *NCIS*, *NCIS: Los Angeles* and *Survivor*, we are the proud home of the most diverse slate of Canadian Original programs across the Dramatic, Lifestyle and Entertainment genres. As a steadfast supporter of the Canadian production community, Shaw Media is dedicated to bringing the best of the country to audiences nationwide - including shows such as: *16:9*, *Canadian Pickers*, *Four Weddings Canada*, *Holmes Inspection*, *Income Property*, *Lost Girl*, *Museum Secrets*, *The Real Housewives of Vancouver*, *Rookie Blue*, *Top Chef Canada* and Canada's most trusted entertainment news show, *Entertainment Tonight Canada*.

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