PRESSRELEASE

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Triple Flip Teams Up with Skate Canada: Alberta-NWT/Nunavut

Leading activewear brand to outfit Section skaters for four years

EDMONTON, AB: (January 12, 2012) Skate Canada: Alberta-NWT/Nunavut is excited to name Triple Flip the Official Teamwear Supplier for the male and female athletes in the Section, and a Gold Sponsor, supporting young athletes from the development stages through to competitive levels.

Triple Flip is one of Canada's leading activewear brands, with Triple Flip retail stores across the country catering to pre-teen girls, and Triple Flip TEAM serves the need of athletic teams by outfitting them with training, competitive and warm-up gear, for men and women from youth to adult. "The brand's focus on promoting a healthy lifestyle, positive self-image and having fun, makes Triple Flip the perfect partner for our Section, which focuses on participation in skating for fun, fitness and achievement", says Sharon Dingle, Chair of Skate Canada: Alberta-NWT/Nunavut. "Triple Flip's products are made with premium technical fabrics, with the style and fit that our athletes and coaches want. They are proud to wear the Triple Flip brand."

Triple Flip will be flipping out Skate Canada: Alberta-NWT/Nunavut skaters headed to the 2012 Skate Canada Figure Skating Championships from January 16 - 22, 2012 in Moncton, New Brunswick. Section athletes will be easy to spot, sporting their Triple Flip Teamwear.

Both Triple Flip and Skate Canada: Alberta-NWT/Nunavut see this partnership as an opportunity to create a unique identity for Section athletes, showcasing their skills and official Triple Flip apparel at such prestigious events as the Canadian Figure Skating Championships and the Skate Canada Synchronized Skating Championships. Triple Flip's support also extends to the Junior Development Team and Select Team, as well as providing an innovative recognition program for Program Assistants, who are young athletes donating their time to teach beginner skaters in their communities and clubs.

"As an Alberta-based company committed to supporting young athletes, Triple Flip is highly motivated to make an impact from the grass-roots level, right up to our elite athletes," said Linda Maslechko, President, Triple Flip. "Skate Canada: Alberta-NWT/Nunavut is a great advocate for the sport of skating, and we feel privileged to be their partner and teamwear supplier of choice for the next four years."

About Triple Flip

Triple Flip is an award-winning retailer of high-quality activewear, fashionable clothing, and accessories for active girls, serving Canada, with stores in Alberta, BC, Saskatchewan and Ontario, and online at www.tripleflip.ca. Since 2005, Triple Flip has outfitted hundreds of teams with world-class apparel, through its teamwear division, Triple Flip TEAM, which includes athletic styles for girls, boys, women and men. Based in Calgary, Alberta, Triple Flip utilizes Canadian manufacturing for its exclusive activewear line. Visit **www.tripleflipteam.ca** for more teamwear information and **www.tripleflip.ca** for a complete line of Triple Flip products.

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About Us: *Skate Canada: Alberta – NWT/Nunavut is dedicated to the principles of enabling everyone to participate in skating throughout their lifetime for fun, fitness, and/or achievement. Skate Canada: Alberta – NWT/Nunavut ("Section") is a non-profit sport organization and is the provincial governing body for the sport of figure skating in Alberta. Skate Canada: Alberta-NWT/Nunavut is committed to excellence in the delivery of quality skating programs and services.*

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