



January 9, 2008

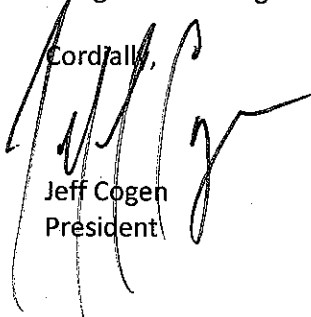
Dear Hockey Enthusiasts,

In 1993, I accompanied Jim Lites from Detroit, Michigan to introduce the Dallas Stars to North Texas. Obviously, there have been many changes in the hockey landscape in the 15 years since the Stars inaugural season.

Without question, the most significant of these is the explosion of youth and amateur hockey being played in the Metroplex. Not only are there far more people playing hockey, but many local teams are achieving success on a national stage. There are local players who got their start in the Dr Pepper StarCenters now playing in highly ranked collegiate programs, and even being scouted and drafted by NHL teams. The Stars drafted a local player just last year. This success is something that the Dallas Stars take great pride in being a part of.

The other day I was given my first issue of a local publication called Ice Times Magazine. The magazine was truly fascinating, filled with great stories and pictures about the hockey community. The magazine shares a philosophy with us, that hockey can help kids learn real life lessons and shape them into well rounded adults. It is filled with many articles that mirror that philosophy, and on behalf of the Dallas Stars, I encourage you to give Ice Times Magazine a read. We now estimate that there are over 8,000 amateur and recreational hockey players in the D/FW Metroplex, and there is only one publication that brings them all together.

Cordially,



Jeff Cogen  
President