

SABRES INTRODUCE NEW ON LINE GAME

First NHL Team to launch Power Lineup™

Buffalo, NY- The Buffalo Sabres are launching a new on-line hockey game that will allow fans to compete for a grand prize of \$3,000 in Sabresbucks. Sabres Power Lineup™ allows fans to choose a line-up of players each game and compete head-to-head against other fans based upon a player's plus/minus rating.

Last week, the Sabres Power Lineup was tested among Sabres fans via Facebook and Twitter. Over 1,000 fans participated in the "training camp" phase of the game launch. According to Rob Kopacz, Sabres Director of Marketing, "The response from the fans was better than expected. Once again, Sabres fans have demonstrated that their passion for hockey is second to none."

Sabres Power Lineup was created in partnership between CENERGY and CleverMethod. These two East Aurora, NY based firms worked alongside the Buffalo Sabres to develop a game that is unique to the Sabres and one-of-a-kind in professional sports.

"There is no better place to launch this game than Buffalo. Sabres fans will have one more way to follow their team and their favorite players," stated CENERGY's Managing Partner, John Cimperman. Based upon the success with the Sabres, CENERGY plans to work with other NHL Clubs for their own version of Power Line-up.

To play Power Lineup fans choose three forwards and two defensemen for each game. Additionally, one random 'Power Player' is chosen by the computer to complete a fan's lineup. Each game, fans go head-to-head with the line-ups. Points are determined by the actual plus/minus points a player receives in each regulation season game. The Power Lineup season officially starts on December 18, when the Sabres face the Toronto Maple Leafs at home.

Sabres Power Lineup is free to play. To register, fans just log onto <http://powerlineup.sabres.nhl.com>