



GOOD EARTH CAFES JOIN FLAMES TEAM AT THE PENGROWTH SADDLEDOME

**For Immediate Release
Wednesday, December 5, 2007**

Calgary, AB - The Calgary Flames announced today an agreement with Good Earth Cafes Ltd, a Calgary based coffee company, as the exclusive coffee supplier available for patrons at the Pengrowth Saddledome.

"In our continuing goal to bring quality products to the fan experience we are pleased to welcome Good Earth Cafes to the Pengrowth Saddledome," said Flames Vice President of Marketing Jim Bagshaw. "We are very excited to be associated with Good Earth, a Calgary company that takes pride in its high quality products. We are also extremely proud to be able to offer Good Earth products to our fans."

Good Earth Cafes will have two locations on the concourse of the Pengrowth Saddledome offering high-quality gourmet coffee and wholesome desserts for hockey fans attending Calgary Flames games. Additionally, Good Earth coffee will be available throughout the Saddledome. Good Earth Cafes will also be available for Calgary Hitmen games as well as other events at the multi purpose entertainment facility. The former coffee supplier to the Saddledome decided several months ago to end their relationship as concessionaires with the Calgary Flames.

"We are delighted to partner with such a high-caliber organization as the Flames," said Michael Going, President & Co-Founder of Good Earth Cafes Ltd. "Both the Flames and Good Earth strive to be respected locally owned and operated organizations, offering high quality, authentic experiences to our clientele. We are looking forward to bringing our great coffee and fresh baked goods to the Saddledome and Flames fans!"

"We are especially looking forward to working with the Flames organization on community outreach projects," continued Going. "We have long recognized this is an essential element of who we are as a business. It is exciting to partner with an organization that sees the importance of serving our community."

About Good Earth Coffeehouse and Bakery:

Founded in 1991, Good Earth is a chain of authentic coffeehouses with locations throughout Alberta. With a reputation for excellence, the company has long been known for their premium coffee, espresso-based beverages and whole bean coffee as well as wholesome baked goods and food products. Since day one, Good Earth has focused on creating a unique experience for customers through the combination of a distinctive coffeehouse environment, a passion for good food and ethical standards. Currently, Good Earth consists of 14 cafes: seven corporately owned and operated and seven franchised locations in Calgary, Red Deer and Edmonton, Alberta. It continues to expand the café chain through franchising while maintaining its unique position and brand in the coffeehouse industry. For additional information, visit www.goodearthcafes.com.

-30-

For more information:

Peter Hanlon
Vice President, Communications
Calgary Flames Hockey Club
(403) 777-3684
phanlon@calgaryflames.com

Connie Chan,
Director of Marketing
Good Earth Cafes Ltd.
(403) 294-9330 ext. 19
connie@goodearthcafes.com