



Northumberland Ferries Ltd. Offers New Sport Package

The Sharp Group, July 09, 2008

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PR9.NET July 09, 2008 - Charlottetown, PEI – Northumberland Ferries Ltd. is proud to offer a new sports package for sports teams traveling in the Maritimes this summer. Teams will be able to receive a discount when they book a round trip using NFL's NOWPass Reservations.

In addition to special discounts, Northumberland Ferries Ltd. would like to assist sport groups in the Maritimes by offering a fundraising opportunity for those hosting tournaments or other events. Ferry passes can be sold by sport organizations directly or online at a commission rate adjusted to sales volume.

Mark MacDonald, President of Northumberland Ferries Ltd. is pleased to announce the new package catering to sport groups, "Local communities are very important to Northumberland Ferries and creating a Sport Package to help teams save or raise money is one way that we can assist community groups."

"With the cost of gas today, the ferry makes perfect sense for sports teams having to travel. It gives the team a bit of a break and it saves driving time, up to 200km of driving to and from Halifax," states Don Cormier, Vice President of Operations & Safety Management at Northumberland Ferries Ltd. "Park your car on-board the Confederation or Holiday Island, and enjoy the 75 minutes crossing."

Sports teams interested in signing up for the Sport Package Program for either the discounts offered or fundraising opportunities can contact Kathryn Carver at kathryn@sharpgrp.com or call 902-628-1000. Teams can also visit www.peiferry.com to learn more about the ferry service and on-board activities.

Northumberland Ferries Ltd. has been providing memorable experiences since 1941. With up to 9 crossings a day, and the new convenient NOWPass Reservations, traveling with the ferry has never been easier. There are three ways to secure a ferry pass; book online for a NOWPass Reservation, purchase an Assured Loading Pass from one of our retailers, or just show up at the terminal. Call Northumberland Ferries at 1-877-635-SAIL or visit www.peiferry.com to learn more.

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About The Sharp Group

We are a virtual marketing agency anchored in Prince Edward Island that brings national experience to the solution of regional problems by:

- 1) Applying the experience of three senior partner s (Don Baker, Dean Johnstone, Eric Riordon) who together have seen most of it (you've never seen it all).
- 2) Assigning in house staff with proven track records across a broad range of disciplines covering business strategy, marketing communication and graphic design.
- 3) Acquiring specialized external talent when the assignment can benefit from it.

Sharp Insite: The Added Value

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