



NEWS RELEASE



FOR IMMEDIATE RELEASE

JANUARY 3, 2007

**NHL TROPHIES, CUSTOMIZED NHL CHOPPER, LIMITED WRAPPER REDEMPTION CARD SETS
AMONG HIGHLIGHTS AT 2007 NHL ALL-STAR TRADING CARD AND MEMORABILIA SHOW
AT NORTHPARK CENTER, PRESENTED BY UPPER DECK AND McFARLANE TOYS**

NEW YORK (January 3, 2007) – The National Hockey League (NHL), Upper Deck and McFarlane Toys have teamed to offer hockey fans in Dallas the chance to meet current and former NHL stars and view the 114-year-old symbol of hockey supremacy -- the *Stanley Cup*[®]-- and the rest of the NHL's prized trophies at a two-day trading card and memorabilia show at the NorthPark Center, Jan. 20-21, 2007. The show will be part of the 2007 NHL[®] All-Star Celebration.

The 2007 NHL All-Star Trading Card and Memorabilia Show, presented by Upper Deck and McFarlane Toys, will feature unique collectibles from 16 hobby stores. Fans will be able to purchase special All-Star collectibles from Upper Deck, and obtain four different limited three-card wrapper redemption sets featuring Dallas Stars players and NHL All-Stars. McFarlane Toys will sell limited-edition Mike Modano action figures available only during the two-day event. Todd McFarlane, CEO of McFarlane Toys and minority owner of the Edmonton Oilers, and former NHL players will be on hand to sign autographs.

Fans also will be able to purchase the official NHL All-Star Game Program, and a commemorative poster designed by Charles Fazzino. For collectors, Beckett Hockey is offering free appraisals of hockey memorabilia and collectibles. Fans interested in trading pins can visit the All-Star Pin Trading Zone, sponsored by Aminco. Bryan Berg, the Guinness World record holder in card stacking, will build scenes of local Dallas landmarks out of trading cards. In addition, Hockey Hall of Fame member Gordie Howe will make an appearance at the Upper Deck booth on Sunday afternoon.

The centerpiece of the card and memorabilia show is the Stanley Cup, the most cherished prize in team sports, and 17 other one-of-a kind NHL trophies which recognize the individual efforts and collective achievements of the League's premier athletes and teams. Also on display will be an NHL-themed OC Chopper, a customized motorcycle designed by Orange County Choppers, the popular bike manufacturing company featured in Discovery Channel's hit reality show, "American Chopper."

WHAT: NHL All-Star Trading Card and Memorabilia Show, Presented by Upper Deck and McFarlane Toys

WHEN: Saturday, Jan. 20
10:00 a.m. – 9:00 p.m.

Sunday, Jan. 21
12:00 p.m. – 6 p.m.

WHERE: NorthPark Center's NorthCourt
8687 North Central Expressway
Dallas, Texas 75225

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