



## THE UPPER DECK COMPANY INKS 17-YEAR-OLD HOCKEY PRODIGY ALEXIS LAFRENIÈRE TO MULTI-YEAR SPOKESMAN DEAL

**CARLSBAD, CA (March 19, 2019)** – He’s only 17 years old and just on the doorstep of an NHL<sup>®</sup> career, but today The Upper Deck Company is proud to announce that junior superstar **Alexis Lafrenière** will join the premier trading card and collectibles company as an exclusive spokesperson, alongside many of the greatest names in sports including Michael Jordan, Tiger Woods, Serena Williams, LeBron James, Connor McDavid, Ben Simmons, Patrick Roy and Wayne Gretzky.

Lafrenière was selected first overall by Rimouski Océanic of the Quebec Major Junior Hockey League (QMJHL) in 2017, where he went on to win the QMJHL & CHL Rookie of the Year award with 42 goals before being named to the QMJHL First All-Star team. At just 16 years old, Lafrenière was the youngest player selected for Team Canada's 2018 IIHF World U18 Championship team. He has represented Canada at multiple events, including the 2018 Hlinka Gretzky Cup and the 2019 World Junior Ice Hockey Championships. Lafrenière is expected to be a top pick at the 2020 NHL Draft.

“Joining the likes of Wayne Gretzky, Patrick Roy and Connor McDavid as an Upper Deck spokesman is a dream come true for me and my family,” said Lafrenière. “This is an exciting time in my career, and I look forward to working with Upper Deck for many more years to come.”

Upper Deck’s multi-year agreement also grants the company exclusive rights to Lafrenière autographs. As part of the new portfolio of Lafrenière products, fans can find signed & inscribed pucks, Oceanic Rimouski jerseys and Team Canada jerseys. The collection also features several never-before seen images, including a framed acrylic stick blade hand signed by Lafrenière, available exclusively at <https://UpperDeckStore.com/alexis-lafreniere>.

“Alexis is a gifted, hardworking player who has the skill set and maturity to make a major impact on the game of hockey,” said Jason Masherah, President of Upper Deck. “We are excited to welcome him to the Upper Deck family and to be able to offer premium collectibles to his growing fanbase around the world.”

Fans can find Lafrenière trading cards in current packs of *2017-18 Upper Deck CHL Hockey* and *2018 Upper Deck Team Canada Juniors*, as well as in upcoming releases of *2018-19 Upper Deck CHL Hockey* (April 2019) and *2019 Upper Deck Team Canada Juniors* (August 2019). All products will be available at local trading card stores as well as on Upper Deck e-Pack™, the company's patent-pending digital platform where collectors can buy, open, collect and trade cards with fans around the world. More information about e-Pack can be found at [UpperDeckEpack.com](http://UpperDeckEpack.com).

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### **About Upper Deck**

Upper Deck, headquartered in Carlsbad, CA, is a worldwide sports and entertainment company built on the pillars of quality craftsmanship, authenticity and innovation, with a dedication to creating products that turn memorable moments into collectibles. Upper Deck is home to the world's greatest athletes, including Michael Jordan, Serena Williams, Wayne Gretzky, Tiger Woods, Connor McDavid, LeBron James and Ben Simmons.

Find more information about Upper Deck at [www.UpperDeckStore.com](http://www.UpperDeckStore.com), [www.UpperDeck.com](http://www.UpperDeck.com), and [www.UpperDeckBlog.com](http://www.UpperDeckBlog.com). Follow Upper Deck on Facebook ([UDAuthenticated](#)), Instagram ([UpperDeckSports](#)), Twitter ([@UpperDeckSports](#)), and YouTube ([udvids](#)) for the latest updates.

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