

For Immediate Release

Molson Canadian Hockey House to Welcome the World's Hockey Fans at the Vancouver 2010 Olympic Winter Games

- House is part of an 81,000 square foot hospitality pavilion at the Concord Place exposition and activity site hosting Fans, Hockey Canada and International Ice Hockey Federation Delegates-

Vancouver, July 16 2009 – Come 2010, hockey fans visiting Vancouver from around the world will have a unique opportunity to experience Olympic hockey in true Canadian style with the announcement of **Molson Canadian Hockey House at Concord Place**. **Molson Canadian Hockey House** will be the focal point of an 81,000 square foot entertainment and hospitality pavilion that will play host to the Canadian and international hockey community during the 2010 Olympic Winter Games. The pavilion is located within the **300,000 square foot Concord Place exposition and activity site** on North East False Creek.

In addition to its entertainment offerings, the site will also be home of the **International Lounge (International Ice Hockey Federation)** and to **Hockey Canada House (Hockey Canada)**. Both will host VIP members from hockey's elite Canadian and international communities.

The hospitality pavilion, of which **Molson Canadian** is the title sponsor, will showcase and celebrate "Canada's Game" and create a once-in-a-lifetime attraction for hockey's biggest fans. The venue, just steps away from all the action on-ice at Canada Hockey Place (GM Place), is expected to host over 50,000 fans throughout the Games. Guests visiting the venue will be treated to a packed lineup of live entertainment, food and beverages.

*"Molson Canadian Hockey House will be a social beacon fans from all over the world during the 2010 Olympic Winter Games," said **Dave Bigioni, Brand Director, Molson Canadian**, the **official beer supplier** of the **2010 Olympic Winter Games**. "As true fans ourselves we felt compelled to plant a stake in the ground for Canada's game and showcase to the world our country's passion for Team Canada."*

*"It was in Turin in 2006 that the IIHF for the first time introduced the House of Hockey concept in connection to the Winter Games and it proved to be a tremendous success." said **Rene Fasel, IIHF President and IOC Executive Committee member**. "The House became a great meeting point for athletes, officials, people from the hockey family and partners. When planning for Vancouver 2010, we realized very early that we wanted a repeat of 2006 success. And in a hockey country like Canada, it will of course be even bigger."*

*"We want to give our players, coaches and staff every advantage to help them realize their dreams in Vancouver," said **Bob Nicholson, President/CEO, Hockey Canada**. "Our Hockey Canada House will provide a gathering place for Team Canada and its supporters at the Games while energizing our players and sheltering them from distractions– it's the ultimate home ice advantage."*

*"The excitement and electricity at Molson Canadian Hockey House, will be the heart of our Exhibition and Activity Site at Concord Place, said **Jake McEwan**, Development Manager, Concord Pacific Developments Inc. "We are simply thrilled to have the opportunity to be a part of the 2010 Olympic Winter Games in such a significant way and with the worlds leading sports organizations."*

The **Concord Pacific Place neighbourhood** originated after the success of Expo 86, an international event. To commemorate and celebrate the last phase of the neighbourhood, Concord created a community exposition and activity site "**Concord Place**" adjacent to the 2010 Olympic Winter Game venues. The Hockey hospitality pavilion concept was created by Toronto based Premium Sports and Hospitality Company Vision|Co, led by President/CEO **Jordan Bitove**. The company is also managing the execution and public relations for the project.

Concord Place Site Overview:

Concord Place is located in the **future development site of Concord Pacific Place**. Located on False Creek adjacent to GM Place, Concord Place has played host to many events over the last 20 years including the Molson Indy and Cirque du Soleil. There has been a recent frenzy of interest surrounding the remaining few pavilion sites and fixed buildings from various destination corporations. The **Exposition and Activity Site**, with a footprint comparable to the old and new VCEC sites put together, is home to **Concord's Presentation Centre** and will play host to **Molson Canadian Hockey House**, various **Provinces** and more to be announced over the following weeks. 80,000 people will file through this prominent location daily. It will be the centre of the excitement and fanfare of the Vancouver 2010 Olympic and Paralympic Games. Visit www.concordplace.ca for updates, details and opportunities.

Molson Canadian Hockey House

The main entertainment venue on-site will feature daily performances by top Canadian musical acts (more detailed information to follow), along with LIVE viewing parties for Olympic games throughout the **2010 Olympic Winter Games**. Tickets for **Molson Canadian Hockey House** will be available for purchase in the **summer of 2009**. For more information or to add your name to the priority list for **Molson Canadian Hockey House**, visit www.molsoncanadianhockeyhouse.com

International Lounge

The International Lounge will provide hospitality to representatives of the IIHF, NHL owners and players, and other national hockey federations participating in the 2010 Olympic Winter Games.

Hockey Canada House

Presented by **Hockey Canada**, **Hockey Canada House** will be an exclusive hospitality centre for Team Canada players and their families during the Games. The private venue will provide an oasis for players and families to relax, socialize and escape the pressure-filled environment surrounding the most anticipated Olympic hockey tournament in history. The venue will also host Hockey Canada's VIP partners and other Team Canada alumni throughout the Games.

Construction on the venue will begin **October 15, 2009**.

About Molson Canadian

The Molson family has been proudly brewing Canada's beer since 1786. From this brewing legacy comes a premium lager that exemplifies our country's great brewing tradition. Molson Canadian is a multiple award winner, having captured seven gold medals at the Monde Selection, as well as earning gold at the North American Beer Awards and silver at the World Beer Cup. Molson Canadian is slow brewed using only the finest Canadian barley, pure Canadian water, two types of hops and no preservatives. Molson Canadian, a beer that's as clean, cold, and crisp as the country it comes from.

About the International Ice Hockey Federation (IIHF)

The IIHF, founded on May 15, 1908 in Paris, France, is the governing body of international ice hockey and inline hockey. The IIHF features 68 member associations, each of which is the national governing body of the sport in its nation. Besides controlling the international rulebook, processing international player transfers, and establishing officiating guidelines, the IIHF runs numerous development programs designed to bring hockey to a broader population. The IIHF also presides over ice hockey in the Olympic Games, and over the IIHF World Championships at all levels, men, women, juniors under-20, juniors under-18 and women under-18. Each season, the IIHF in collaboration with its local organizing committees, runs around 25 different World Championships in the five different categories. Besides the world championships, the IIHF also runs a set of European club competitions, including the Champions Hockey League, the Continental Cup and the European Women's Champions Cup. In the centennial year 2008, the IIHF (in co-operation with the NHL and the NHLPA) introduced the Victoria Cup, a new annual competition in which the European club champion faces a challenger from the National Hockey League.

About Hockey Canada

Hockey Canada is the governing body for hockey in Canada and a member of the International Ice Hockey Federation (IIHF), with a membership through its 13 provincial branch associations of over 700,000 players, coaches and officials. Hockey Canada is a not-for-profit organization that creates leading-edge hockey development programs for its members to deliver in communities across Canada, provides consistent rules and regulations and various other membership services from coast to coast, manages numerous regional, national and international hockey championships and events, and leads the operation of all teams that represent Canada in international hockey competition. Hockey Canada's mission is to "lead, develop and promote positive hockey experiences."

About Vision|Co.

Vision|Co. is an industry leader in providing Premium Hospitality experiences. By delivering strategic consultation for Canada's leading organizations, Vision|Co. provides access and identifies concepts for VIP experiences at the world's most exciting events. Clients include Bills in Toronto Series, the Bills Founder's Club, GrandPrix Ball with Formula One and Corby's Distilleries Limited. Vision|Co. can be found online www.visioncompanies.com Vision|Co. - Create, Communicate, Connect.

About Concord Pacific

Concord Pacific is a proud community supporter of annual citywide events as well as a contributor various charities year after year. Concord is excited and proud to introduce the 300,000 sq ft Concord Place Exposition and Activity Site adjacent to the 2010 Hockey and Ceremony Venues as well as the Athletes Village.

The company is a developer of multi-phased, master planned residential neighborhoods that are strategically designed to enhance the lifestyles of its residents. Concord Pacific is also creating new communities across Canada including: Concord CityPlace in Toronto, Ontario, Concord Park Place north of Toronto, Porteau Cove just north of West Vancouver, Concord Gateway in Richmond and Park Place, the former infinity2 project in Central City, Surrey BC. For more Information on Concord Pacific visit www.concordpacific.com and Concord Place at www.concordplace.ca

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For more information, please contact:

Adam Moffat, Molson
416-679-7557
Adam.moffat@molson.com

Szymon Szemberg, International Ice Hockey Federation
+41 44 562 22 60
szemberg@iihf.com

André Brin, Hockey Canada
403-777-4557
abrin@hockeycanada.ca

Marsha Mowers, Vision|Co
416-341-2474 x270
marsham@visioncompanies.com

Peter Udzenija Concord Pacific Developments Inc.
604-899.7237
peter.udzenija@concordpacific.com