



MEDIA RELEASE

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WinSport, Molson Coors Canada team up

CALGARY – WinSport is proud to announce a new partnership with Molson Coors Canada, which will see the iconic beer company become the exclusive beer supplier to the Winter Sport Institute.

The new multi-year sponsorship includes the creation of a Molson Canadian Hockey House in WinSport's Markin MacPhail Centre. Much like other iconic Hockey Houses throughout the country, this will be a gathering spot where patrons can combine their passion for hockey with the premium beer experience. The 1,300 square-foot Hockey House, will offer visuals and artifacts that celebrate the game's roots from frozen ponds to national championship moments. The Hockey House is scheduled to open in early 2013.

"Sport, hockey and bringing the community together have always been part of the culture at Molson Coors," says Dave Herrmann, vice-president west region for Molson Coors Canada. "The opportunity to work with such a likeminded, dynamic partner really was the perfect fit for us. We're looking forward to sharing a beer with Calgarians at Hockey House when it opens early in the new year."

Molson Coors Canada will also become the title sponsor of the hugely successful 80-team adult WinSport Hockey Canada League, which features nearly 1,500 players and is run in partnership with Hockey Canada. The league, which is divided into a variety of skill levels, consists of 10 divisions, all named for iconic Molson Coors brands, including Molson Canadian, Coors Light, Rickards, Miller Genuine Draft, Heineken, Pilsner, Keystone, Corona, Newcastle and Strongbow. The winter season runs from September to March, with the summer season running from May to August. The league's all-star game, for which Molson Coors is the title sponsor, will take place on Feb. 3, 2013, featuring 32 of the league's top players, as determined by the league officials.

The deal with Molson Coors Canada will continue to keep WinSport at the forefront of Canadian winter sport.

"WinSport is pleased to have Molson Coors Canada support us in the final phases of our funding efforts to complete Canada's first Winter Sport Institute, Molson is Canadian, eh!" says WinSport president and CEO Dan O'Neill.

- 30 -

About WinSport

The Canadian Winter Sport Institute provides world-class sport facilities where Canadian athletes can discover, develop and excel. WinSport owns and operates Canada Olympic Park in Calgary, Alta., the Bill Warren Training Centre located at the Canmore Nordic Centre and the Beckie Scott High Performance Training Centre on Haig Glacier, Alta. A not-for-profit organization, WinSport supports national sport organizations, encourages educational opportunities and subsidizes the operation of unique training and recreational facilities used by the nation's top athletes and the general public. For more information on WinSport please visit www.winsportcanada.ca.

About Molson Coors Canada

Molson Coors Brewing Company is a leading global brewer delivering extraordinary brands that delight the world's beer drinkers. It brews, markets and sells a portfolio of leading premium brands such as Coors Light, Molson Canadian, Carling, and Blue Moon across The Americas, Europe and Asia. It operates in Canada through Molson Coors Canada; in the U.S. through MillerCoors; in the U.K. and Ireland through Molson Coors U.K.; and outside these core markets through Molson Coors International. Molson Coors is listed on the Dow Jones Sustainability Index for North America and is constantly looking for ways to improve its Beer Print. For more information on Molson Coors Brewing Company visit the company's website, <http://molsoncoors.com>.

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