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WinSport Canada Announces Dan J. O'Neill as President and Chief Executive Officer

Calgary, AB – The Board of Directors of WinSport Canada announced today that Dan J. O'Neill has been named President and Chief Executive Officer of WinSport Canada. As WinSport Canada pursues its vision of becoming Canada's premier winter sport center, Mr. O'Neill brings over 30 years of senior leadership success and a personal and professional commitment to high performance sport.

"The Board of Directors is extremely pleased that Dan will be joining and leading our executive team," said Trevor Nakka, Chair of the WinSport Canada Board of Directors. "We are gaining momentum in supporting high performance winter sport and therefore sought out a chief executive with a track record of strategic management and success who could help achieve our funding, sustainability and growth goals, and in doing so, enhance the WinSport Canada brand. We have found that person in Dan O'Neill."

"Our vision is to become the first winter sport institute in Canada," he continued, "combining world-class training facilities and other necessary elements associated with the sport institute model. We believe Dan has the vision and leadership that will help us achieve that goal."

WinSport Canada owns and operates a group of winter sport facilities in western Canada of which the core are a legacy of the 1988 Olympic Winter Games in Calgary. Since 1988, WinSport Canada (also known as the Calgary Olympic Development Association) has invested in the expansion of these facilities and today the WinSport Canada assets are valued at over a half billion dollars. The most recent expansion is a \$214 million athletic and ice complex.

"I am very excited to join WinSport Canada at this dynamic time in the organization's evolution," said Dan O'Neill. "This is a unique organization that has a proven track record of supporting hundreds of athletes in their dreams of becoming Olympic and Paralympic champions and, in doing so, inspiring everyone to pursue sport at their own level. I am particularly looking forward to helping WinSport Canada with its capital campaign to complete the athletic and ice complex, a facility that will significantly benefit both high performance and recreational athletes alike. There is no more interesting and challenging time to join a team than when there is an opportunity to provide leadership in expanding its role through new partnerships and strategic expansions.

"On a personal note, I have always had great respect for the determination and drive leading to the success that Calgary as a community is known for. I have had the good fortune through much of my work to spend time in Calgary and look forward to moving to a community that continues to grow its Olympic sport legacy and inspire all to succeed in whatever they pursue," he concluded.

Mr. O'Neill brings to WinSport Canada an extensive career in executive management and marketing along with deep roots in the world of professional and amateur sport. Over his 30-year career, he has held a succession of positions in major companies where he was responsible for building brands and market expansion. His most recent Canadian executive role was with Molson Inc., where he was President and Chief Executive Officer from 2000 to 2005.

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Mr. O'Neill has been an advocate, supporter and significant funder of amateur and professional sport all his life. During his time with Molson, he was instrumental in convincing the company to support the Canadian women's hockey team up to their success at the 2002 Olympic Winter Games in Salt Lake City. He also directed Molson's support of several other Olympic teams, both summer and winter, including the overall support of the Vancouver 2010 Olympic and Paralympic Games bid. Since that time he has personally assisted a number of amateur athletes as they pursue their Olympic training, including philanthropic support for a number of developing and high performance athletes in sports including skiing, snowboarding and other snow sports. Mr. O'Neill was involved in a significant contribution that led to the development of Camp Green, a high performance glacier training facility for Canada's national ski and snowboard teams.

During his tenure at Molson he repositioned the company as a leading international brewer through strategically guiding the organization to dramatically improving its financial and operating performance. He was also instrumental in the strategic identification and the negotiations leading to the merger of Molson and Coors Brewing Company resulting in the creation of one of the largest breweries in the world. Mr. O'Neill has served on the boards of the Hockey Hall of Fame and the Montreal Canadiens, and also currently serves on the board of the Hockey Canada Foundation and Bombardier Recreational Products.

For almost 23 years WinSport Canada has continuously advanced the legacy facilities from the 1988 Olympic Winter Games along with developing new ones that together have generated ever-improving results. At the 2010 Olympic and Paralympic Winter Games, 20 of Canada's 26 Olympic medals and 18 of Canada's 19 Paralympic medals were won by athletes who trained or competed on WinSport Canada facilities.

A not-for-profit organization, WinSport Canada winter sport facilities include: Canada Olympic Park in Calgary, AB; the Bill Warren Training Centre located at the Canmore Nordic Centre; the Beckie Scott High Performance Training Centre on Haig Glacier, AB; Camp Green on Farnham Glacier, BC; and funds two-thirds of the operating costs of the Calgary Olympic Oval. For more information please visit www.winsportcanada.ca.

- 30 -

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