

For immediate release

Molson Canadian Hockey House Announces Additions to Entertainment Lineup

**Sam Roberts, Tom Cochrane, Colin James, George Canyon,
Brent Butt to Perform**

Toronto, ON, November 10th, 2009 – The biggest names in hockey assembled at the Hockey Hall of Fame today to announce additions to the entertainment lineup for **Molson Canadian Hockey House at Concord Place**, an 81,000 square foot hospitality pavilion home to **Hockey Canada, the International Ice Hockey Federation** and **Molson Canadian**. Hockey Canada CEO and President **Bob Nicholson**, IIHF President **Rene Fasel** and **Steve Yzerman**, Executive Director of the Canada's Men's Olympic Team were on hand to announce performances by musicians **Sam Roberts, Tom Cochrane, Colin James, George Canyon** and a comedy night with **Brent Butt**.

Molson Canadian Hockey House will also host the International Ice Hockey Federation's Triple Gold Ceremony February 22nd, officially inducting 22 players to the Triple Gold Club, hockey's most exclusive society for players who have won the three major team prizes in hockey; Olympic gold, the IIHF World Championship gold medal and the Stanley Cup.

In addition, THE FAN 590's **Prime Time Sports** with **Bob McCown** will broadcast live daily from **1-4pm PT/4-7pm ET**. One of Canada's best-known sportscasters, the show features in-depth interviews, analysis and opinions.

Veteran hockey broadcaster **Christine Simpson** will bring you up close and personal to the stars of the hockey world by hosting daily interview sessions with hockey personalities, NHL alumni and Hall of Famers, tentatively titled "Centre Ice with Christine Simpson".

Previously announced performances include **The Barenaked Ladies** and Comedian **Sean Cullen**.

Located on the shores of North East False Creek at Concord Place Exposition and Activity Zone just steps away from all the on-ice action at Canada Hockey Place (GM Place), **Molson Canadian Hockey House** will be the epicenter of hockey offering a packed schedule of live sporting broadcasts, top entertainment acts, local delicacies and cold beer supplied by **Molson Canadian**. 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 organizations will host VIP members from hockey's Canadian and international communities.

Molson Canadian Hockey House opens to the public on February 12, 2010 and is in operation through the 28th. Construction on the venue is set to begin November 15th.

Individual Day Passes are now on sale. Visit www.molsoncanadianhockeyhouse.com for more details, along with a 3-D virtual tour of **Molson Canadian Hockey House**.

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 Concord Pacific and Concord Exposition and Activity Zone

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 Zone adjacent to the 2010 Hockey and Ceremony Venues as well as the Athletes Village. It is being touted as Canada's Premier Pavilion Site with Molson Canadian Hockey House, Hockey Canada, the International Ice Hockey Federation, Saskatchewan, Quebec and Tourism Vancouver already announced.

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

-30-

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