



For Immediate Release

Molson Canadian Hockey House Introduces FAN ZONE Passes

Vancouver, December 17, 2009: Molson Canadian Hockey House at Concord Place Exposition and Activity Zone today announced a new way to become part of hockey history with its new FAN ZONE pass.

A special introductory price of \$99 is being offered on a limited number of FAN ZONE passes. To purchase passes at this special introductory price, orders must be received by January 7th, 2010.

FAN ZONE passes may be purchased for either matinee sessions (11:00 a.m. to 7:30 p.m.), or evening sessions (8:30 p.m. to 2:00 a.m.). FAN ZONE passes, just like the coveted all-inclusive VIP Lounge passes, are limited, and will give fans access to Vancouver's home of hockey during the Vancouver 2010 Olympic Winter Games. Full purchase details and a complete schedule of events are available online at www.MolsonCanadianHockeyHouse.com.

In addition, the first 200 customers who order a minimum of four FAN ZONE passes will each receive a limited edition Molson Canadian Hockey House Team Canada jersey.

FAN ZONE passes include:

- access to the entertainment and hospitality pavilion
- gourmet catering by world-renowned chef Wolfgang Puck
- Olympic hockey on giant high-definition screens
- two drink tickets
- shows nightly by performers including The Barenaked Ladies, Sam Roberts, Tom Cochrane, George Canyon, Colin James, The Odds and comedy with Brent Butt and Sean Cullen
- opportunity to rub shoulders with hockey greats, celebrities, athletes and hockey fans from across Canada and around the world

Molson Canadian Hockey House at Concord Place is open daily, 11:00 a.m. to 2:00 a.m. from February 12-28, 2010.

Molson Canadian Hockey House at Concord Place Fast Facts:

- located just steps from both Canada Hockey Place and BC Place in downtown Vancouver
- the entire hospitality pavilion is nearly one-and-a-half times larger than a CFL football field
- more than 50,000 fans are expected throughout the 2010 Winter Games
- over 350,000 cans of Molson Canadian will be served
- features 1,400 square feet of video images, a 40,000 watt sound system, 38,000 LEDs and over 92 million video pixels
- open daily, 11:00 a.m. to 2:00 a.m.

Molson Canadian Hockey House Online Auction:

As part of the celebrations, the Molson Canadian Hockey House auction is also now underway. Bidders have a chance to participate in the largest hockey-themed auction in Canada and own a key part of Canada's game.

The auction will feature more than two thousand items, including the world's oldest hockey stick, Hockey Hall of Fame celebrity experiences, a 1980 U.S. Miracle on Ice stick signed by all the U.S. players, a 1912 hockey card set including George Vezina and Art Ross cards, autographed and game worn jerseys dating back to the 1939 world champion Smoke Eaters from Trail, British Columbia, and several other one-of-a-kind never before seen items. With an exciting collection of items and prices ranging from \$1 to upwards of \$2.5 million, there is something for everyone.

The auction at www.MolsonCanadianHockeyHouse.com runs from now until February 28, 2010, the final night of the 2010 Olympic Winter Games

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, men under-20, men 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 and a contributor to various charities year after year. Concord Place Exposition and Activity Zone will be the largest community celebration hosted by private company during games. Concord Place is located at the centre of the action and will provide a multitude of sports entertainment, Canadian arts and cultural exhibits, live entertainment and festivities for the young and young-at-heart. Admission to the Expo is free.

Concord Pacific is a developer of multi-phased, master planned residential neighbourhoods that are strategically designed to enhance the lifestyles of its residents. The company's legacy as a master-planned community developer began with Concord Pacific Place on the former Expo '86 grounds on Vancouver's False Creek waterfront. The final phase of the community will transform the northeastern shore of False Creek into a truly sustainable community with innovative architecture and engaging public spaces of world-class scale and use. Concord Pacific is also

creating new communities across Canada such as Concord Adex Developments in Ontario including CityPlace in Toronto and Concord Park Place north of Toronto; Porteau Cove just north of West Vancouver; Concord Gateway in Richmond and Park Place Community in Central City, Surrey B.C.

For more Information on Concord Pacific visit www.concordpacific.com and Concord Place at www.concordplace.ca.

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