

THE NHL'S OWN NUMBERS SHOW THAT WINNIPEG CAN BE A SUCCESS OFF THE ICE WITH AFFORDABLE SEATS!

The following grid shows some potential pricing scenarios if the NHL were to make a permanent return to Winnipeg.

The accompanying chart demonstrates how Winnipeg would fare when compared to the other teams in the league.

Seat Average	\$80	\$75	\$70	\$65	\$60	\$50
Lower bowl	\$119	\$109	\$99	\$99	\$89	\$79
Lower bowl	\$99	\$89	\$79	\$79	\$69	\$55
Lower bowl	\$79	\$69	\$69	\$59	\$59	\$45
Upper bowl	\$59	\$59	\$59	\$49	\$45	\$35
Upper bowl	\$49	\$49	\$49	\$39	\$35	\$25
Upper bowl	\$39	\$39	\$35	\$25	\$25	\$19
Private suites	\$79	\$79	\$79	\$79	\$79	\$79
Party suites	\$67	\$67	\$67	\$67	\$67	\$67
Total Gate	\$1.1M	\$1.0M	\$986K	\$915K	\$838K	\$697K
Seats Sold	14000	14000	14000	14000	14000	14000

Note: The MTS Centre has 15,003 seats.

Here are the actual ticket prices for the NHL Exhibition game between the Calgary Flames and the Phoenix Coyotes, September 24, 2008:

Price
■ \$119
■ \$99
■ \$79
■ \$59
■ \$49
■ \$39



Total National Hockey League Gate Revenues

2007-08: Per Game:

1 Toronto	\$1,900,000
2 Montreal	1,700,000
3 Vancouver	1,400,000
4 New York Rangers	1,300,000
5 Calgary	1,300,000
6 Edmonton	1,200,000
7 Ottawa	1,200,000
8 Minnesota	1,100,000
9th WPG: 13,500 @ \$80	\$1,080,000
9th WPG: 13,750 @ \$75	\$1,031,250
9 Detroit	1,000,000
10 Colorado	1,000,000
11 Philadelphia	1,000,000
12th WPG: 14,000 @ \$70	\$980,000
12 Dallas	950,000
13 San Jose	950,000
14th WPG: 14,250 @ \$65	\$926,250
League Average:	\$911,667
14 Anaheim	900,000
15th WPG: 14,500 @ \$60	\$870,000
15 New Jersey	850,000
16 Columbus	800,000
17 Tampa Bay	800,000
18 Boston	800,000
19 Pittsburgh	800,000
20th WPG: 15,003 @ \$50	\$750,150
20 Buffalo	750,000
21 Carolina	700,000
22 Los Angeles	650,000
23 Nashville	600,000
24 St. Louis	600,000
25 Atlanta	550,000
26 Washington	550,000
27 New York Islanders	550,000
28 Florida	500,000
29 Chicago	500,000
30 Phoenix	450,000

Source: NHL & Rick Westhead, May 30, 2008 Toronto Star

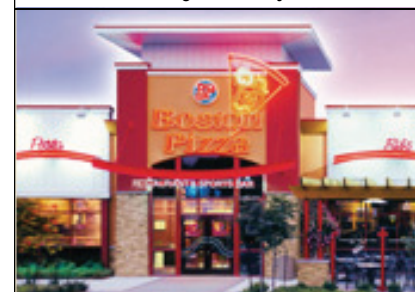
A WINNIPEG WHITE
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OUT TO OUR SPONSORS:

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Team Headquarters

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- | | |
|--|--|
| Brandon:
#2-1140 Richmond Ave. | Winnipeg:
2729 Pembina Hwy |
| Dauphin:
1450 Main Street South | 2517 Portage Ave.
Kildonan Crossing Centre
210-1615 Regent Ave W |
| Morden:
215 LaVerendrye Blvd. | 1630 Kenaston Blvd. |
| Portage la Prairie:
2180 Saskatchewan Ave. | 1919 Bishop Grandin Blvd. |
| Selkirk:
1018 Manitoba Ave. | Unit A-2211 McPhillips St.
1160 Taylor Ave. |
| Thompson:
4 Moak Crescent | 1-690 St. James |

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