



May 28th 2013

Dear Heritage Hockey League Participant,

It is with great pleasure to confirm that MolsonCoors Canada will be the new beer sponsor for the Heritage Hockey League in Calgary this upcoming season. As the Official beer sponsor of the NHL, Molson prides itself on connecting Canadians across the country with a beer while enjoying the game we have all grown to love.

Over the coming months, your team managers will be able to inform you with the complete details of the sponsorship agreement but a few highlights are as follows:

- A Receipt Program Similar to Previous Years
- Team Prizes for highest Grossing Receipt Totals in each division
- Opportunity for a Team to win a Molson Hosted Year End Party

We have a great international portfolio of brands for you to enjoy this season which include:

Molson Canadian	Coors Light
Canadian 67	Coors Light Iced T
Canadian 67 Sublime	Coors Original (Banquet)
Rickards (All Brands)	Strongbow
Pilsner	Pacifico
Negra Modelo	Black Label
Keystone Light	Black Ice
Keystone	Newcastle
Creemore Springs	Keystone Ice
Granville Island Brewery Products	Canadian 6.0 Cold Shots
Corona	Heineken

All of the above brands will be honoured as part of our agreement. I look forward to you enjoying some Ice Cold ones throughout the season.

On behalf of Molson, I would like to thank you for your continued support and I look forward to sharing a beer soon.

Cheers,



Steve Zmudczynski

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