



Western Hockey League



MEYERS NORRIS PENNY LLP

FOR IMMEDIATE RELEASE

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WHL Announces Meyers Norris Penny (MNP) as Prestige Partner

Calgary, AB – Ron Robison, Commissioner of the Western Hockey League (WHL) is pleased to announce Meyers Norris Penny LLP (MNP) has entered into a new long-term partnership on a League-wide basis. Under the new multi-year agreement, MNP, the only Top Ten Canadian chartered accountancy and business advisory firm based in Western Canada, becomes a WHL top-level Prestige Corporate Partner.

“The WHL is delighted to reach a new long term partnership agreement with Meyers Norris Penny, a Western Canadian based accounting firm,” stated Ron Robison, WHL Commissioner. “Given that we share common goals from a business and hockey perspective, we believe this partnership will enhance our product both at the league and club levels for the benefit of players and fans alike.”

“Both MNP and the WHL share similar histories, values, community ties, and a high level of performance, all of which make this agreement a natural fit,” says MNP CEO Daryl Ritchie, CA. He adds, “We look forward to partnering with the outstanding Teams and Players of the WHL.”

The three-year partnership commencing with the 2005-06 season provides MNP with sponsorship rights through the 2007-08 season. MNP’s partnership extends support to every level of the WHL, including all 15 Western Canadian based WHL Clubs located from Brandon, MB to Vancouver, BC.

MNP also brings to the WHL a wide range of services that will prove to be invaluable to the WHL, its Member Clubs and Players. The WHL plans to work with MNP to ensure all WHL Member Clubs and Players are provided opportunities to strengthen their business and personal opportunities.

Through the partnership, MNP will receive rink board and blue-line signage in all WHL Canadian venues in addition to promotional programs during the WHL regular season and playoff games. MNP will also serve as the title sponsor of the WHL Eastern Conference and will be featured prominently in all promotions and events leading up to and throughout the MNP Eastern Conference Championship and the WHL Championship Series. Additionally, MNP will be a presenting sponsor for the annual WHL Awards Banquet, WHL Bantam Draft and CHL All-Star games held in November in Regina and Saskatoon featuring Team WHL and the visiting Russian Select Team. The WHL–MNP partnership also includes commercial advertising/features during the WHL Regional Sportsnet Broadcasts and promotion on the WHL website.

Meyers Norris Penny LLP provides Western Canada with world-class accounting and business advice in taxation, assurance, and business advisory services. At MNP, it starts with a relationship.

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