



Bauer Hockey and SportsForLife Bring Learn-to-Play Hockey Program to New Hampshire

*Affordable Initiative Provides An Easy Way To Try Hockey
While Ensuring An Exceptional First Experience*

EXETER, N.H. – March 3, 2016 – Bauer Hockey, the world’s leading manufacturer of ice hockey equipment, and the SportsForLife Foundation announced today a fun, new and innovative learn-to-play hockey program for New Hampshire children and families. Located at The Rinks at Exeter, this new program is designed to ensure an exceptional first experience in the sport for boys and girls ages 6-10.

“In 2012 we launched a global initiative to grow the game,” said Rich Wuerthele, Executive Vice President, Bauer Hockey, which is headquartered in Exeter. “We’ve had tremendous success building a national program in Canada that is in more than 100 communities. Our New Hampshire program includes many of the key components that made the Canadian program a success, especially its focus on a fun experience, and is an important addition to the current offerings for hockey players.”

The New Hampshire program offers two options to welcome families and children to hockey. For \$49, the first option includes a welcome event, three on-ice sessions and head-to-toe BAUER equipment to use during each session. The second option, which is \$199, includes the same welcome event, 12 on-ice sessions and head-to-toe BAUER equipment the player can keep. If a player completes the \$49 program and would like to continue in the longer option, he or she can pay the difference to join the remaining nine sessions and keep the BAUER gear.

The on-ice sessions in Exeter will be organized by Bauer Hockey in partnership with SportsForLife, a Portsmouth foundation dedicated to positively impacting the lives of children through athletic opportunities. As players complete the 12 on-ice sessions, a transitional program will be available for players who want to keep playing but are not ready to commit to a full winter season. The Rinks at Exeter will organize these transitional programs to ensure a reasonable commitment for new-to-hockey families.

“We are very excited to partner with the world’s leading hockey brand and The Rinks at Exeter to provide athletes with the opportunity to try such an amazing sport,” said John St.Pierre, Managing Director of the SportsForLife Foundation. “The sport of hockey develops great character, strength and leadership skills. Our goal is to impact the lives of children in the community by providing them with this opportunity.”

This new program is based on the model of The First Shift, a global learn-to-play initiative created by Bauer Hockey and Hockey Canada and focused on families who have never played hockey before. Designed to ease families into hockey and ensure a fun experience, The First



Shift began with four pilot programs in 2012 and has expanded into more than 100 communities across Canada.

Post-program surveys show that 86 percent of participants in The First Shift continued playing hockey, and 100 percent of parents said their children had fun and would recommend the program to other families.

A key component of The First Shift's success is the welcome event hosted prior to each program. The welcome events offer registered kids and families a chance to learn more about the program, get expertly sized for their equipment and receive their BAUER gear.

The welcome event for the New Hampshire program will be held on March 9 at 6 p.m. at The Rinks at Exeter, which is located at 40 Industrial Drive, Exeter. The on-ice sessions run from March 21-May 31.

Families with questions about the program should contact Peter Tufts at the Rinks at Exeter or visit www.TheRinksAtExeter.com.

ABOUT BAUER HOCKEY

Bauer Hockey is the world's most recognized designer, marketer and manufacturer of hockey equipment. Founded in Kitchener, Ontario in 1927, Bauer Hockey developed the first skate with a blade attached to a boot, forever changing the game of hockey. Since then, Bauer Hockey has continued to develop the most sought after products in the industry, including the widely successful SUPREME[®], VAPOR[®] and NEXUS[®] lines of products. Performance Sports Group Ltd., the parent company of Bauer Hockey, is a publicly-traded company on the New York Stock Exchange and the Toronto Stock Exchange whose affiliates market products under the BAUER, MISSION, MAVERIK, CASCADE, INARIA, COMBAT and EASTON brand names. Performance Sports Group is a member of the Russell 2000 and 3000 Indexes, as well as the S&P/Toronto Stock Exchange Composite Index. For more information, visit Bauer Hockey's website at www.BAUER.com

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