



IMMEDIATE NEWS RELEASE

April 27, 2007

### **Keystone Centre announces Naming Rights Sponsor**

BRANDON, MB – Tim Silversides, Chairman of the Keystone Centre Board of Directors is pleased to announce that the Keystone Centre main arena will be named ***Westman Communications Group Place*** effective May 1, 2007.

“Westman Communications Group have proven their dedication to the quality of life in this community through this partnership and the Board of Directors are delighted to be so closely affiliated with a company that is locally controlled and represents such strong business practices and values,” remarked Keystone Board Chairman, Tim Silversides.

“We are very pleased to participate in this new, exciting opportunity. Westman views this as a unique opportunity to raise the profile of the Company while making a significant contribution to the citizens of Brandon and Western Manitoba. Many of our customers and radio listeners visit and participate in events that are held in this facility whether it’s their children learning to skate, attending Brandon Wheat King games or visiting the Royal Manitoba Winter Fair. We know this contribution will help the Keystone Centre to continue to enhance one of the finest facilities in Western Canada,” stated Westman Communications Group President & Chief Executive Officer, Dave Baxter.

The 10-year partnership with a renewal option provides exclusive naming rights to the Keystone main arena and Viewing Lounge. The agreement, negotiated over the past several months, provides a financial and product/service in kind package that will have a very positive long-term influence on the Centre. In addition to the positive financial impact, the agreement will provide the arena, now ***Westman Communications Group Place***, with enhancements including concourse High Definition television monitors, an

electronic reader board messaging system, that will provide users with an even better quality experience when they visit **Westman Communications Group Place**.

“The Wheat Kings are excited about the partnership of Westman Communications Group and the Keystone Centre. From our standpoint, we feel they will add value to the arena which will enhance the fan experience. As well, we look forward to continuing our relationship with Westman Communications Group and specifically CKLQ, the voice of the Wheat Kings,” commented Kelly McCrimmon, Owner, General Manager, Coach, Brandon Wheat Kings.

The committee comprised of Tim Silversides, Chairman of the Board, Don Kille, Member at Large, Jeff Cristall, Member at Large, Blaine Cochrane, former Director, Dan Robertson, Controller and Patty Griffith, General Manager, began the formal search process for a naming sponsor for the main arena and Agricultural Centre of Excellence in June of 2006, based on the Performance Sponsorship Group audit of the two properties.

Work will begin immediately on the “enhancements” to the arena which will include interior and exterior building signage, technology enhancements and changes to arena accent painting.

### **About the Keystone Centre**

The Keystone Centre strives to be the “first choice” convention, recreation, agricultural, entertainment facility in Western Canada by exceeding guest expectations through professional, accommodating customer service.

*To learn more about the Keystone Centre visit [www.keystonecentre.com](http://www.keystonecentre.com)*

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### **About Westman Communications Group**

Westman is a customer-focused cooperative providing leadership in communication and information technology products and services in cable TV, fibre optics, computer networks, data transport, Internet and advertising. Westman owns and operates local radio stations 880 CKLQ and 94.7 STAR FM which broadcast to the western area of the province. Westman Communications Group is the operating name for Westman Media

Cooperative Ltd., which provides service throughout Western Manitoba. As a customer-owned cooperative, Westman is proud of its strong commitment to its customers and the communities it serves. To learn more about Westman Communications Group visit [www.westmancom.com](http://www.westmancom.com).

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