



IMMEDIATE NEWS RELEASE

January 26, 2005

Keystone Centre Contract Performance Sponsorship Group

BRANDON, MB – Keystone Centre General Manager Patty Griffith announced today that the Board of Directors of the Keystone Centre have unanimously approved entering into an agreement with Performance Sponsorship Group to ascertain the marketing value of the Naming Rights and major secondary sponsorship opportunities for the Keystone Agricultural and Recreational Centre Incorporated.

Performance Sponsorship Group, an Ontario consulting firm, has signed a letter of agreement to conduct the valuation of the Keystone Centre, which includes a marketing audit and determination of the value for Naming Rights as well as major secondary facility sponsorship rights within the Keystone Centre. In addition PSG will provide a sponsorship matrix that defines the rights and privileges, benefits and deliverables available through the sponsorship options and a cost-benefit analysis that illustrates the efficacy, or lack thereof, for sponsorship. The fee for this portion of the project is \$35,000.00. Upon receipt of this information, the Keystone Centre Board of Directors, with committee assistance, will determine how to proceed with the project.

“ Naming rights has been identified as far back as the KPMG report in 1999 as a potential long term revenue source for the Keystone Centre,” remarked General Manager, Patty Griffith. “PSG has a proven track record in their ability to audit, package and sell multi-dimensional sponsorship opportunities and the Board and Management are looking forward to working through this potential initiative with an experienced team” she added.

Performance Sponsorship Group most recently packaged and sold the sponsorship for Saskatchewan Place, now named Credit Union Centre, acquired naming rights sponsorship for the former Calgary Performing Arts Centre, now the EPCOR Centre for the Performing Arts and acquired naming rights sponsorship for the former O'Keefe Centre for the Performing Arts, now the Hummingbird Centre for the Performing Arts, in addition to secondary facility sponsorship involving four additional corporations.

Tim Silversides, Board Chairman commented "naming rights presents an opportunity for the Keystone Centre, and in this secondary market where it is relatively new, the Board wants to ensure that due diligence is done in considering all the options associated with using naming rights as a revenue stream".

The audit phase is expected to take up to 12 weeks, at which time the Board will evaluate the information and provide direction for proceeding with the initiative.

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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

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