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**SASKATOON CENTENNIAL AUDITORIUM  
MEDIA ANNOUNCEMENT  
September 29, 2005**

SASKATOON CENTENNIAL AUDITORIUM & CONVENTION CENTRE Board of Directors are pleased to announce that effective January 1, 2006 the Saskatoon Centennial Auditorium & Convention Centre will be renamed:

**TCU PLACE  
Saskatoon's Arts & Convention Centre**

The Saskatoon Centennial Auditorium's Board of Directors and TCU Financial Group's Board of Directors are very proud and excited to announce a 10-year Building Naming Rights agreement that will see the Saskatoon Centennial Auditorium & Convention Centre be renamed **TCU PLACE**.

This agreement is subject to City Council's approval and will be brought forward by the Centennial Auditorium Board and Management at City Council's Monday October 3, 2005 meeting. If approved TCU Financial Group will pay \$1.1 million for a 10-year Building Name Rights sponsorship agreement that will begin January 1, 2006.

The terms of the arrangement allows the Centennial Auditorium to reduce the cost of borrowing for its current expansion project by approximately \$500,000 resulting in an overall value to the Auditorium of \$1.6 million providing a substantial benefit to everyone in Saskatoon.

"Our slogan for the expansion has been *New Opportunities*, and that could not be truer with today's announcement," says Gary Byers President of the Board of Directors for the Centennial Auditorium.

“It’s also a great opportunity for TCU.” says Morris Smysnuik, General Manager for TCU Financial Group, which recently re-branded their identity. “In today’s financial marketplace, this innovative and powerful marketing initiative is an excellent opportunity for TCU to benefit from a partnership that combines the positive aspects of entertainment and culture. The naming of TCU Place will increase the awareness of the TCU brand and what TCU stands for: people and community.”

This agreement will help TCU receive name recognition not only in Saskatoon but across Saskatchewan and Canada, considering Centennial Auditorium’s reach and marketing activities that go to all four corners of the province and throughout Canada. It will also reach the many events hosted in the facility including all our theatre and convention activity in addition to our celebration of talent and achievements throughout Saskatchewan.

The timing and natural fit of this exciting partnership work well together. Both TCU Financial Group and Centennial Auditorium are community based, and are looking to expand Saskatoon’s business opportunities for our citizens. Once the expansion is complete in May of 2006 TCU Place will finally be able to expand our business allowing us to meet our long-term goal of doubling our current number of events. The new expanded TCU Place will be able to attract larger conventions and special events, which will bring those outside dollars to our city and our province that, are so important to our future growth.

**For More Information Please Contact:**

Rob Jones  
Executive Director  
Saskatoon Centennial Auditorium  
306.975-7779

Morris Smysnuik  
General Manager  
TCU Financial Group  
306.651-6570