



## FOR IMMEDIATE RELEASE

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### SASKATCHEWAN PLACE RENAMED CREDIT UNION CENTRE

The board of directors and management of Saskatchewan Place Association Inc., Saskatchewan's premier sports & entertainment facility, are pleased to announce that a 10 year agreement has been reached to rename the venue CREDIT UNION CENTRE.

The primary participating group of credit union partners include: Saskatoon Credit Union and PAGE Credit Union of Saskatoon, BCU Financial of North Battleford, Conexus Credit Union of Regina, and Advantage Credit Union of Melfort. More that 50 credit unions and affiliates thought out Saskatchewan are involved in the venture as second-tier partners.

This is a natural fit. It only makes sense that Saskatchewan's premier entertainment facility be directly associated with the Credit Union brand. Both exist to build and enhance the community. Our efforts will ensure that Saskatchewan continues to attract world-class acts and events that will bring business, tourism and quality-of-life benefits to communities across the province.

"This is very exciting for the Saskatchewan credit union network," says George Keter, CEO of Saskatoon Credit Union. "The direct name association with Saskatchewan's #1 sports and entertainment facility demonstrates our commitment as business and community leaders. It's a first-class venue and the largest multi-use facility in Canada to be named for credit unions."

"Our strong business presence throughout the province makes credit unions a very effective partner for the facility," says Brian Maunula, CEO of BCU Financial in North Battleford. "This partnership will give us great exposure. It will also add a new dimension to our marketing initiatives."

"We are extremely pleased to be entering sponsor partnership with these Saskatchewan Credit Unions," says Ken Wood, the facility's General Manager, "our organizations both strive to serve all walks of Saskatchewan people and we look forward to the development and delivery of a cooperative program that provides benefits both our organizations' customers and employees."

The newly named CREDIT UNION CENTRE boasts 11,300 seats for major sporting events and up to 14,000 for full-mode concerts, averaging between 135 and 175 event days per year, with a projected attendance of approximately 800,000 people in 2004.

The facility has recently hosted sold out performances of Elton John, CHER, Nickeback and Metallica; upcoming shows include two Shania Twain dates, Aerosmith, as well as Sting and Annie Lennox. Numerous national and international sporting events add another dimension to the venue's impressive list of industry-leading programming, which include self-produced events such as the CCA Finals Rodeo, A Taste of Saskatchewan, the national award-winning Canada Remembers Int. Air Show and several other community events.

Media Inquiries

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PSG packages and sells naming rights and secondary positions for facilities throughout North America. On behalf of Sask Place, PSG identified and created the naming rights package for the Credit Union Group.

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