nhlnetwork.com

As the definitive hockey destination, NHL Network offers viewers a 24-hour all-access pass to complete hockey coverage both on and off the ice, including live NHL games featuring stars such as Sidney Crosby, Alexander Ovechkin and Patrick Kane. The network's daily signature show – NHL On The Fly – offers fans exclusive live look-ins to NHL games, including goals, shootouts, extended highlights, stellar saves, features, interviews, pre- and post-game reports, team press conferences, expert analysis from a variety of hockey insiders and former players, plus special event coverage from the NHL Winter Classic®, NHL All-Star Game, NHL Stanley Cup Final and NHL Entry Draft. Additional NHL Network programming includes international and amateur hockey, player profiles, interview shows and youth-oriented programs. NHL Network is a division of Bell Media, which is owned by BCE Inc. (TSX, NYSE: BCE), Canada's largest communications company.

Network Highlights:



- Available in1.27 million households.
- 28% of all NHL Network viewers are in the hard to reach A18-34 demographic (Index 149).
- NHL Network reaches more than 630,000 Canadians weekly.
- 19% of NHL viewers bought a new vehicle in the past 2 years and 39% eat in family or fine dining restaurants.
- Live NHL games on NHL Network averaged 18,000 (P2+) viewers, 45% of them A18-34.

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Source: BBM Canada, Total Canada, Aug 30/10 – Feb 27/11. Composition based on P2+ for Age/Gender, P18+ for others. Subscribers based on internal figures as of March 2011.