To: Brendan Shanahan, Senior Vice President

From: Tamara Bonet, Director of Communications

Date: October 28, 2013

Subject: Partnership with Photographer Joe Squillante & HIFE

Good morning, Chairman. Over the weekend, I met with our HIFE (Hockey is for Everyone) board, as well as photographer Joe Squillante. On Saturday, November 30th, 2013 from 9am - 6pm, the NHL will be hosting a holiday gathering in the lobby of NHL Headquarters in New York City.

During the 2012-2013 season, the NHL raised only $150,000 to benefit HIFE and its programs, which, only 30 were highly successful due to the lack of funding. By partnering with renown Squillante, who is best known for his active and sports photography, we will be able to bring an estimated $300,000 to HIFE. Mr. Squillante only asks for generosity during the exhibit, as 10% of the proceeds will go to him, while the remaining will be donated to the HIFE foundation and its 2014-2015 festivities.

To build awareness of this event, Verizon Wireless, Reebok, and VISA will be placing advertisements in the *New York Times, New York Post, USA Today,* as well as promoting via social media. The NHL will also be marketing the event via social media and through local sponsors, including Madison Square Garden and the NHL Store in New York City. We will also be inviting NYC’s top 20 executives to share this wonderful day with us.

The course of the events will take place from 9am until 6pm. Tickets will be $25 and 15% of ticket sales will be donated to HIFE. Tickets are valid for re-entry. Complimentary refreshments of the NHL will be available throughout the event. Mr. Squillante will be placing five pieces for silent auction throughout the day. At 4pm, we will begin our live auction, which will have a total of an additional five to ten pieces. There will also be smaller scaled items, and three to five pieces for sale as well.

In addition to the auctions, the NHL will also be hosting a Meet & Greet with the New York Rangers and their HIFE participants. This will allow our community to meet with the players and see the program in action, on the ice. HIFE participants will also share their experience with the community and why it is important to them.

We anticipate all advertisements to surface by Wednesday, October 30th. If there are any questions regarding the upcoming event, please e-mail Andrew Markoff by Tuesday, October 29th.

Sincerely,

Tamara Bonet

Director of Communications