

NEWS RELEASE

June 5, 2008

Hockey Night in Canada Theme Response

As of noon on Wednesday June 4, 2008 the CBC had made it clear that it was not prepared to enter into a new license agreement for the Hockey Night in Canada Theme. Email communications between the parties (including the statement: "I am sorry that we seem unable to continue our relationship" by Mr. Scott Moore of CBC) corroborate this fact and the conclusion of negotiations.

The CBC rejected our proposals set to expire on Friday, and replaced it with their own earlier deadline of Wednesday.

We were therefore surprised by the representation of Mr. Moore of late this afternoon that the CBC "thought" the negotiations were ongoing!

Late this afternoon, the CBC reversed its position and delivered a proposal for a new license of the theme. We can only assume this abrupt reversal is due to the remarkable public response to our announcement of last evening. We are honoured by the public's fondness for the song – considered a piece of our heritage. The offer advanced late this afternoon is presently being reviewed.

Dolores Claman, composer of the song has been deeply touched by the strong show of support she received today from fans around the world. "I wrote this song with a picture of warriors in my head...hockey warriors. Now it would seem the hockey fans are the true warriors. Thank you so much for all of your kind words and anecdotes about how much the song means to you."

For a more detailed history of the theme see: www.hockeytheme.com

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