

50 Below Sports + Entertainment Launches Play Hockey

Forming partnerships with long standing hockey businesses and procuring veteran talent to best serve hockey athletes and their Families!

Winnipeg, MB - 50 Below Sports + Entertainment ("50 Below"), owners of the Winnipeg Ice (WHL), Winnipeg Blues (MJHL), Winnipeg Freeze (MJHL), Manitoba Jr. Ice, Manitoba Mustangs (BRICK), and the North American Hockey Classic, is pleased to formally announce the formation of Play Hockey. Play Hockey entails all of the aforementioned assets, along with strategic partnerships with Showcase Hockey, Euro Team Tours and Midwest Hockey Program, and the procurement of veteran staff from the former elite hockey powerhouse LEGACY Global Sports ("LGS") whom operated LGS Hockey and SELECTS Hockey.

Play Hockey will provide a full-suite of hockey offerings to the North American market including camps, clinics, leagues, teams, tournaments, and international tours. 50 Below firmly believes that Play Hockey is positioned to best serve the hockey marketplace, as the team has unparalleled experience across all offerings and added leverage with the 50 Below family of assets.

David Blatt, President and CEO of Play Hockey, said, "Play Hockey is the result of a series of successful strategic investments made over the last 12 months, that when combined, establish a robust foundation to drive our mission to be the market leader in North American hockey programming. First, we established formal partnerships with Showcase Hockey, Euro Team Tours, and Midwest Hockey program in February, which have anchored us in the key hockey state of Minnesota, and provide us access to an experienced staff that services not only the local market, but also global offerings. From there, we had a unique opportunity in August to procure nearly one dozen employees from LGS, including initial founders and experienced employees, all of whom serviced the LGS Hockey tournament portfolio and/or the renowned SELECTS Hockey portfolios during their tenure."

The onboarding of the former LGS staff enables Play Hockey to offer programming across the United States in 2021, including, but not limited to, the West Coast, Michigan, Illinois, Pennsylvania, New Jersey, New England and New York. When the global tourism industry reopens, Play Hockey is poised to provide exciting international experiences, leveraging the partnership with Euro Team Tours in collaboration with employees that founded the World Selects Invitational and LGS Tours.

About Play Hockey / 50 Below Sports and Entertainment

Play Hockey, backed by 50 Below Sports and Entertainment, is a premiere North American hockey operator, with offices in Winnipeg, Minnesota, Michigan, and New Jersey. With the above announcement, Play Hockey expects to service 50,000 plus athletes and their families in 2021.

To learn more, please visit our website at playhockey.com.

