



NEWS RELEASE



FOR IMMEDIATE RELEASE

JULY 19, 2007

**NATIONAL HOCKEY LEAGUE INKS DEAL WITH NEULION
TO BRING UNIQUE ONLINE EXPERIENCE TO NHL FANS**
NeuLion Is Chosen As The NHL's Online Video Service Provider

NEW YORK, N.Y. / PLAINVIEW, N.Y. (July 19, 2007) – The National Hockey League (NHL) and NeuLion Inc., today announced their partnership to bring a unique online experience to fans worldwide using NeuLion technology at the start of the 2007-08 season.

A new NHL Integrated Video Portal will be available via NHL.com and all of the 30 club sites to deliver high-quality video and other content. Fans will be able to navigate easily between live game content, video features, behind-the-scenes footage and game highlights that are viewable in multiple video windows or full screen.

NeuLion will power this NHL online video offering, which will include the following (pricing has yet to be determined):

- **Live hockey games from *NHL Center Ice Online*.** Paying subscribers of *NHL Center Ice Online* will be able to watch up to 40 games per week, subject to local blackouts, with the option to view multiple games at one time, zoom into just one game and set their own viewing preferences. The multiple game feature is one of several exciting upgrades to last year's *NHL Center Ice Online* product.
- **League-wide videos, player information and fan input.** Fans can monitor their favorite players or teams, monitor stats for fantasy league purposes and share videos with other fans around the world. Fans can organize and share their favorite specific NHL content through buddy lists, blogs, e-mail, and playlists.
- **Team Channels for all 30 teams plus NHL.com.** The team experience features footage only available through this new service such as the clips from morning skate, pre-game interviews and post-game commentary. Additional content may include off-season NHL highlights and team-specific video-on-demand such as locker room access and mascot features. In addition, fans can choose game highlights to watch their favorite team or players around the League. Premium content may be available for a pay-per-view or subscription fee.

"The popularity of viewing sports highlights and games online continues to grow, especially with hockey fans, who tend to be early adapters to new technology," said John Collins, Senior Executive Vice President, Business and Media, NHL. "This new agreement with NeuLion is another addition to the NHL's technical platform to deliver unique and exciting content online that is available anytime, anywhere, without geographic boundaries."

"NeuLion networks continue to grow across our customer base, we are really excited about this new partnership with the NHL, as we worked hard this past year to create a new fan experience for Islanders and Rangers fans, that was truly unique," said Nancy Li, Chief Executive Officer of NeuLion Inc. "We know hockey fans throughout the world will benefit from this service."

NATIONAL HOCKEY LEAGUE

1251 Avenue of the Americas, 47th Floor, New York, NY 10020-1192 • Tel (212) 789-2000 • Fax (212) 789-2080
50 Bay Street, 11th Floor, Toronto, ON M5J 2X8 • Tel (416) 981-2777 • Fax (416) 981-2769
Media.NHL.com • NHL.com

About the NHL

The National Hockey League, founded in 1917, is the second-oldest of the four major professional team sports leagues in North America. Today, the NHL consists of 30 Member Clubs, each reflecting the League's international makeup, with players from more than 20 countries represented on team rosters. According to a Simmons Market Research study, NHL fans are younger, more educated, more affluent, and access content through digital means more than any other sport. The NHL entertains more than 100 million fans each season in-arena and through its partners in national television (VERSUS, NBC, TSN, CBC, RDS, RIS, NASN, NHL Network and HDNet) and radio (Westwood One and XM Radio). Through the NHL Foundation, the League's charitable arm, the NHL raises money and awareness for Hockey Fights Cancer, Hockey's All-Star Kids and NHL Diversity, and supports the charitable efforts of all NHL players. For more information on the NHL, log on to NHL.com.

About NeuLion Inc

NeuLion Inc. provides the delivery platform for the future of television by developing a service and technology that drives convergence between television and the internet. Working with companies interested in reaching target markets anywhere at anytime, NeuLion's technology uses the public internet to aggregate content from any provider and delivers it in real time. Please visit www.neulion.com for more information.

(7/19/07)

NHL and Center Ice are registered trademarks and the NHL Shield is a trademark of the National Hockey League. NHL and NHL team marks are the property of the NHL and its teams. All Rights Reserved.

For more Information:

Kerry McGovern
National Hockey League
(212) 789-2172
kmcgovern@nhl.com

Jennifer Powalski
NeuLion Inc.
(516) 622-8334
jennifer.powalski@neulion.com