



Fast Company Magazine names NHL.com one of 10 Most Innovative Sports Companies

NHL.com

NEW YORK - NHL.com has been named one of the *10 Most Innovative Companies in Sports* in the March issue of Fast Company, the magazine's annual special edition dedicated to "*The World's 50 Most Innovative Companies*."

NHL.com ranks #7 in the sports subcategory of "*The World's 50 Most Innovative Companies*," and is the only professional sports league property on the list. Other companies on the *10 Most Innovative Companies in Sports* list include Nike, ESPN and Speedo.

The broader list of *The World's 50 Most Innovative Companies* includes Team Obama, Google, Hulu, Apple and Cisco Systems.

Fast Company writes of NHL.com, "The challenger brand of sports leagues is becoming quite the creative digital-media company. Free from other leagues' restrictions on video, NHL.com shows exclusive off-the-ice footage as well as every goal scored."

About "*The World's 50 Most Innovative Companies*," Fast Company writes, "Even in these tough times, surprising and extraordinary efforts are under way in businesses across the globe. From politics to technology, energy, and transportation; from marketing to retail, health care, and design, each company on the following pages illustrates the power and potential of innovative ideas and creative execution. These are the kinds of enterprises that will redefine our future and point the way to a better tomorrow."

In September 2008, the National Hockey League unveiled the new NHL.com, a completely re-designed and re-programmed media portal that gives fans everywhere a personalized, all-access pass to their favorite NHL teams and players. The new NHL.com fully leverages the League's assets in digital content and video to deliver multiple layers of programming that deeply immerse fans in the NHL experience.

According to its Web site, Fast Company sets the agenda, charting the evolution of business through a unique focus on the most creative individuals sparking change in the marketplace. By uncovering best and "next" practices, the magazine and website helps a new breed of leader work smarter and more effectively. Fast Company empowers innovators to challenge convention and create the future of business. It has a circulation of more than 740,000.