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**LAUNCH OF *NHL Network Online*  
DRIVING RECORD TRAFFIC TO NHL.COM**

***Landmark Broadband Media Experience And Compelling Stanley Cup Playoffs Action  
Holding Fans' Attention As Never Before***

**NEW YORK (April 23, 2008)** — The new ***NHL Network Online***, a landmark broadband media experience that launched to critical acclaim on April 9, is driving record traffic to NHL.COM.

With nearly 10 million unique visitors to NHL.COM in March alone, the League already ranks among the most trafficked sports Web sites worldwide. During the month of April, with the launch of the ***NHL Network Online*** and the start of the Stanley Cup Playoffs, NHL.COM is now eclipsing its most trafficked days, weeks and months of the season.

“Along with amazing Stanley Cup Playoffs action, the ***NHL Network Online*** is successfully keeping our avid fans engaged and active since end of the regular-season,” said John Collins, the NHL’s Senior Executive Vice President of Business and Media.

Successes at NHL.COM since the launch of the ***NHL Network Online*** so far include:

- In the two weeks since its April 9 launch, the ***NHL Network Online*** has attracted 75 percent more page views as compared to NHL.TV, the site of the NHL’s legacy video platform, during the two weeks prior to the launch.
- For the week of April 13, the ***NHL Network Online*** attracted 7 million page views, the highest weekly total at NHL.TV for the entire season.
- From the week of April 6 to the week of April 13, NHL.COM experienced a 196 percent week-to-week increase in the growth of unique visitors as compared to the same period last year.

A key component of the NHL’s strategy to build global scale through digital media, the ***NHL Network Online*** is delivered to fans through a sleek new broadband media player. This immersive, all-access experience invites fans to NHL.COM to spend more time behind-the-scenes with their favorite players and teams.

**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.

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