

FOR IMMEDIATE RELEASE

NHL and Mitsubishi Electric Sales Canada Inc. Announce Multiyear Partnership

TORONTO (January 10, 2017) – [Mitsubishi Electric Sales Canada Inc.](http://www.mitsubishielectric.com) (Mitsubishi Electric) has signed a multiyear corporate marketing agreement with the National Hockey League (NHL®) to become the official heating, ventilation and air conditioning (HVAC), and hand dryer partner of the NHL in Canada. Mitsubishi Electric will leverage its NHL partnership to showcase the Mitsubishi Electric brand of commercial and residential products to NHL fans throughout the League's calendar of events, including the NHL Centennial celebration throughout 2017.

The partnership was launched at the 2017 Scotiabank NHL Centennial Classic™ in Toronto. It will continue with the **NHL® Centennial Fan Arena**, the innovative traveling fan experience that serves as a main pillar of the NHL's year-long Centennial celebration and pays tribute to a century of hockey thrills. Mitsubishi Electric is an Official Partner of the NHL Centennial Fan Arena visits to NHL Canadian markets in 2017.

"The corporate marketing agreement between Mitsubishi Electric and the NHL marks an exciting milestone for our company in 2017," says **Akihiko Ninomiya**, President & CEO of Mitsubishi Electric Sales Canada Inc. "This year marks three decades in Canada for Mitsubishi Electric as a leading heating and cooling company with a strong and vibrant Canadian corporate head office."

"We welcome Mitsubishi Electric to the NHL family at an exciting time for both brands. As we embark on a year-long celebration of our Centennial, Mitsubishi Electric will enter its 30th year of sales in Canada for Mitsubishi Electric HVAC products," said **Kyle McMann**, NHL Group VP of Business Development and Global Partnerships. "We look forward to building fan-engaging programs together that familiarize more NHL fans in Canada with the Mitsubishi Electric brand and its industry-leading heating and cooling solutions."

As an Official Partner of the NHL, Mitsubishi Electric will receive prominent in-arena branding, camera-visible dashboards, and custom integration of the Mitsubishi Electric brand throughout all NHL-controlled media properties including NHL.com and NHL Social™.

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NHL and the NHL Shield are registered trademarks and NHL Centennial Classic name and logo, the NHL Centennial Season logo, NHL Heritage Classic name and logo, and NHL Social are trademarks of the National Hockey League.

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About Mitsubishi Electric Sales Canada, Inc.

Mitsubishi Electric Sales Canada, Inc., established in 1979 as a subsidiary of Mitsubishi Electric Corporation of Japan, markets commercial, industrial and consumer electronics products. Some of these products include [heating and cooling systems](#); [energy recovery and fresh air ventilators](#); and [Jet Towel®](#) high-speed hand dryers. For more information visit <http://www.MitsubishiElectric.ca/>.

About the NHL

The National Hockey League (NHL®), founded in 1917, will celebrate its Centennial anniversary in 2017. The year-long celebration will pay tribute to 100 years of NHL hockey by honoring the past, commemorating the present, and celebrating its future. In 2017 the League will also celebrate 125 years of the most revered trophy



in professional sports – the Stanley Cup®. Comprised of 30 Member Clubs, the NHL is represented by players from more than 20 countries across team rosters. Each year, the NHL entertains hundreds of millions of fans around the world. The League broadcasts games in more than 160 countries and territories through its rightsholders including NBC/NBCSN in the U.S., Sportsnet and TVA in Canada, and Viasat in the Nordic Region. The NHL reaches fans worldwide with games available online in every country including via its live and on-demand streaming service NHL.TV™. Fans are engaged across the League’s digital assets on mobile devices via the free NHL® App; across nine social media platforms; on SiriusXM NHL Network Radio™, and on NHL.com, available in eight languages and featuring an enhanced statistics platform powered by SAP, providing the definitive destination for hockey analytics. The NHL is committed to giving back to the community through programs including: Hockey is for Everyone™ which supports nonprofit youth hockey organizations across North America; Hockey Fights Cancer™ which raises money and awareness for hockey's most important fight; NHL Green™ which is committed to the pursuit of sustainable business practices; and a partnership with the You Can Play Project, which is committed to supporting the LGBT community and fighting homophobia in sports. For more information, visit NHL.com.

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