

Denis Vandal
Director, Marketing Communications



Air Canada Centre 1266
P.O. Box 14,000
Saint-Laurent, Québec H4Y 1H4
Fax: 514-422-5598
email: denis.vandal@aircanada.ca

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Commissioner Gary Bettman
National Hockey League
1185 – 6th Avenue 15th Floor
New York, NY USA
10036

Tel: 212-789-2000
Fax: 212-789-2111

Dear Commissioner Bettman:

We are contacting you today to voice our concern over last night's incident involving Max Pacioretty and Zdeno Chara at the Bell Centre in Montreal. This is following several other incidents involving career threatening and life endangering head shots in the NHL recently.

As a strong supporter and sponsor of NHL Hockey in Canada and several US cities, Air Canada is very concerned with the state of hockey today. While we support countless sports, arts and community events, we are having difficulty rationalizing our sponsorship of Hockey unless the NHL takes responsibility to protect both the players and the integrity of the game. From a corporate social responsibility standpoint, it is becoming increasingly difficult to associate our brand with sports events which could lead to serious and irresponsible accidents; action must be taken by the NHL before we are encountered with a fatality.

Unless the NHL takes immediate action with serious suspensions to the players in question to curtail these life threatening injuries, Air Canada will withdraw its sponsorship of Hockey.

We are following progress on these matters very closely and look forward to your response.

Regards,

cc: Mr. Pierre Boivin, President and CEO, Club de hockey Canadien, evenko and l'Aréna des Canadiens Inc.
Mr. Cyril Leeder, President and Alternate Governor, Ottawa Senators
Mr. Richard Peddie, President and CEO, Maple Leaf Sports and Entertainment Ltd.
Mr. Ken King, President and Chief Executive Officer, Calgary Flames
Mr. Patrick LaForge, President and CEO, Edmonton Oilers
Mr. Mike Gillis, President, General Manager and Alternate Governor, NHL, Vancouver Canucks
Email: Ms Debbie Jordan – djordan@nhl.com