

NHL WHAT'S NEW

The ratification of the Collective Bargaining Agreement is the start of a new era for the National Hockey League – an era that will be marked by heightened competitive balance and exceptional entertainment.

Highlighted below are several progressive enhancements to NHL hockey that reinforce the game's prominence in the entertainment marketplace.

GROUNDBREAKING OWNER-PLAYER PARTNERSHIP

The League's Owners and Players, moving forward with a new spirit of cooperation and partnership established by a revolutionary Collective Bargaining Agreement, have established several joint commitments to help chart the course for hockey's future. Among them are a Competition Committee that will discuss and make recommendations on matters affecting the game, and a Broadcasting & Marketing Committee, that will focus on broader business-related policies and initiatives.

INVIGORATED NHL SHIELD

The League's updated mark uses upward-reading letters to project a vibrant, optimistic image, yet defers to tradition by maintaining the time-honored shape of the original shield. The updated logo's dominant color is silver, in homage to the most cherished trophy in sports, the sterling silver Stanley Cup.

RULE CHANGES TO ENHANCE ENTERTAINMENT EXPERIENCE

The skills of the League's most talented players will be showcased by a package of rule changes that accentuates offense and maximizes the excitement and entertainment of NHL Hockey. The package includes:

- Expanded Offensive Zone
- Removal of the Center Red Line to Permit Longer Passes
- The "Tag-Up" Rule
- Reduced Goaltender Equipment Size
- Shootout to Decide Games

SHOOTOUTS GUARANTEE A WINNER

The "breakaway" is the most exciting play in hockey, and fans will see more than ever this regular season as the NHL will implement a shootout to decide tied games. Games tied at the end of regulation play will continue with a sudden-death overtime period featuring four skaters per side (5 minutes). If the game remains tied, a shootout will determine the winner.

Rivalry-Based Schedule – Rivalries stir fan passions, and the NHL's new rivalry-based schedule creates a greater number of compelling matchups and strengthened division rivalries, while also maintaining the

opportunity to market stars and teams through inter-conference play.

AGGRESSIVE BROADCAST INITIATIVES

The NHL will institute aggressive new measures to bring fans closer to the game. Viewing fans will be brought "inside the glass" through such broadcast enhancements as HDTV telecasts, in-game interviews with head coaches, behind-the-scenes access to players and dressing rooms, additional camera positions, and players wearing microphones. Increased media access will give reporters covering NHL hockey the opportunity to enhance their coverage.

NHL PLAYERS TO PARTICIPATE IN TURIN, VANCOUVER OLYMPICS

The League will suspend play during the 2005-06 and 2009-10 regular seasons in order to allow players to participate on behalf of their respective countries at the Olympic Winter Games in Turin, Italy, and Vancouver. The international scope of the NHL player base is a point of difference for the NHL over all other North American professional sports leagues, and Olympic competition will showcase the world's best hockey players to a global viewing audience.

PERFORMANCE-ENHANCING SUBSTANCES POLICY

Every NHL player will be subject to up to two "no-notice" tests every year, with at least one such test to be conducted on a team-wide basis. For the first positive test, a 20-game suspension without pay and mandatory referral to the League's Substance Abuse/Behavioral Health Program for evaluation, education and possible treatment. A second positive test will result in a 60-game suspension without pay. A third positive test will result in a permanent suspension. A player receiving a third positive test and a permanent suspension from play in the League will, however, be eligible to apply for reinstatement after two years. The joint Committee also will agree on a Prohibited Substances List. The list will include performance-enhancing substances on the list maintained by the World Anti-Doping Agency (WADA) for both in-competition and out-of-competition testing.

NHL ENACTS RULES CHANGES, CREATES COMPETITION COMMITTEE

NEW YORK (July 22, 2005) -- The National Hockey League's Board of Governors today approved a series of rule changes that will emphasize entertainment, skill and competition on the ice. Commissioner Gary Bettman, who presented the package to the Board, also formally announced the creation of a Competition Committee, which formulated and recommended the proposed rules changes for approval by the Board.

One primary objective of the new rules will be to reduce the scope of defensive "tools" a team may effectively employ, and to create a corresponding

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benefit to the offensive part of the game - thus allowing skill players to use their skills and increasing the number and quality of scoring chances.

The Competition Committee is currently comprised of four NHL players, four General Managers and one owner and is supervised by Colin Campbell, NHL Executive Vice President and Director of Hockey Operations. The players are Rob Blake of Colorado, Jarome Iginla of Calgary, Trevor Linden of Vancouver and Brendan Shanahan of Detroit. The General Managers are Bob Gainey of Montreal, Kevin Lowe of Edmonton, David Poile of Nashville and Don Waddell of Atlanta. The owner is Ed Snider of Philadelphia. The NHL Players' Association Director of Business Operations, Mike Gartner, also will provide input to the Committee.

"Over the past 18 months, we have spoken with hockey players, managers, coaches, executives and fans who have expressed their opinions on rule changes that will make a great game even better. We have listened, analyzed and debated," Colin Campbell said. "While all of the constituent groups will never reach complete agreement on what the changes should be, we felt it was our obligation to recommend a slate of changes that will succeed in doing one thing: entertaining our fans - both those in the arena and those watching on television.

"I am confident these changes will meet that objective and the Competition Committee will continue to ensure a commitment to achieving this in future seasons."

THE FOLLOWING RULES CHANGES WILL TAKE EFFECT FOR THE 2005-06 NHL SEASON:

DIMENSIONS OF THE RINK

- The neutral-zone edges of the blue lines will be positioned 64 feet from the attacking goal line and 75 feet from the end boards in the attacking zone. The addition of four feet in each of the offensive zones should encourage more offensive play, particularly on power plays.
- The goal lines will be positioned 11 feet from the end boards, two feet closer to the end boards than previously.
- The size of the neutral zone will be reduced to 50' from 54'.
- The blue lines and center line will remain 12 inches in width.

FEWER STOPPAGES, INCREASED "FLOW"

- Passes from behind the defensive blue line to the attacking blue line will be considered legal. The center red line will be ignored for purposes of the "two-line pass".

- "The Tag-up Rule" will permit play to continue if offensive players who preceded the puck into the zone return to the blue line and "tag" it.

ICING THE PUCK

- Icing the puck offenses still will be penalized by a face-off in the defensive zone of the team that ices the puck.
- A team that ices the puck cannot make a line change prior to the ensuing face-off.
- "Touch" icing will remain the practice, although the Linesman will have discretion to wave off apparent icing infractions if they are deemed the result of an attempted pass. Providing the discretion to the Linesman also should have the effect of reducing the number of situations in which a race for the puck might result in an injury to a player.

INSTIGATOR RULE

- A player who instigates a fight in the final five minutes of a game will receive a game misconduct and an automatic one-game suspension. The length of suspension would double for each additional incident.
- As well, the player's Coach will be fined \$10,000 - a fine that would double for each such incident.

LIMITS ON GOALTENDERS

- The dimensions of goaltender equipment will be reduced by approximately 11 percent. In addition to a one-inch reduction (to 11") in the width of legpads, the blocking glove, upper-body protector, pants and jersey also will be reduced in size.
- Goaltenders may play the puck behind the goal line only in a trapezoid-shaped area defined by lines that begin six feet from either goal post and extend diagonally to points 28 feet apart at the endboards.

OFFICIATING POINTS OF EMPHASIS

- Zero tolerance on Interference, Hooking and Holding/Obstruction.
- Goaltenders who play the puck behind the goal line but outside the designated puck-handling area will be penalized for delay of game.
- Goaltenders will be penalized for delaying the game if they "freeze" the puck unnecessarily.
- Any player who shoots the puck directly over the glass in his defending zone will be penalized for delay of game.

SHOOTOUT

- Following a scoreless five-minute overtime, three players from each team participate in the order the coach selects.

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- Each team takes three shots. The team with the most goals after those six shots is the winner.
- If the score remains tied, the shootout will proceed to a "sudden death" format.
- Regardless of the number of goals scored during the shootout portion of overtime, the final score recorded for the game will give the winning team one more goal than its opponent, based on the score at the end of overtime.

UNSPORTSMANLIKE CONDUCT

- In addition to the minor penalty for unsportsmanlike conduct/diving that may be assessed by the Referee during a game, Hockey Operations will review game videos and assess fines to players who dive or embellish a fall or a reaction, or who feign injury in an attempt to draw penalties.
- The first such incident will result in a warning letter being sent to the player.
- The second such incident will result in a \$1,000 fine.
- The third such incident will result in a \$2,000 fine.
- The fourth such incident will result in a one-game suspension.
- Public complaints or derogatory comments toward the game also will result in fines.

A SUMMARY OF THE RULE-MAKING PROCESS

In February, 2004, the League began a thorough review of all aspects of the game at a meeting of the 30 Club General Managers. Three current and, former players also participated. Following the meeting, the League requested that six potential rule changes be tested in the American Hockey League during the 2004-05 season.

In July, 2004, the "Game Committee," comprised of current and former players, owners, general managers, coaches, on-ice officials and broadcasters met in New York to further discuss the direction of the on-ice product. Following that meeting, the League continued to review and assess the merits of a number of rule changes implemented in the American Hockey League during the 2004-05 season.

The League's General Managers and nine current players met in Detroit in April, 2005, to further discuss potential changes and the League conducted a Research and Development camp with OHL players and Canadian University players in Toronto last month to test the merits of several suggested rules.

In addition, the League did extensive polling to determine changes desired by NHL fans. The League also spoke to numerous NHL players and coaches as well as representatives of the American Hockey League, East Coast Hockey League, Canadian Hockey League

(major junior) and NCAA. As well, the League elicited input from managers, coaches and players from European leagues during the 2004-05 season.

The Competition Committee met for the first time on June 23 in Toronto and, after considering the significant body of information that had been developed over many months, arrived at a consensus for the series of rule changes.

NHL RE-LAUNCH Q AND A

REGULAR-SEASON/STANLEY CUP PLAYOFFS

Will the length of the regular season be reduced from 82 games?

No. One of the major reasons for maintaining the current length of season is that a majority of our fans have told us that they do not want a reduction in the number of games. Last November, we conducted a market survey of our fans in both Canada and the U.S. and the results showed that more fans favored maintaining an 82-game season than reducing it.

Will the playoff format be expanded to include more than 16 teams?

No.

OVERTIME/SHOOTOUT

Will the overtime format change?

Yes. If a game is tied at the end of regulation time, the teams will play a four-on-four, sudden-death overtime period. If the game remains tied at the end of the five-minute overtime, a shootout (three shooters per team; if teams still tied after three shots, then sudden death) will be used. Our fans have told us in overwhelming numbers that they like the excitement of the four-on-four format. They have also told us that they would like to see every game produce a winner. The addition of the shootout will add to the excitement and provide a result to every game.

Is there not concern that with the expanded overtime format, games will run too long?

No. With the addition of the tag-up rule, history suggests that our games will be quicker. When the League first introduced the tag-up rule in 1986-87, the average length of our games dropped by seven minutes from two hours and 36 minutes in 1985-86 to two hours and 29 minutes in 1986-87. Our average length of game in 2003-04 was two hours and 19 minutes. So we do not expect games to run longer.

NEW RULES

Will the League institute other rule changes to improve the quality

of the game?

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Yes. Over the course of the last 18 months the League has undertaken a thorough review of the on-ice product. During this time, the League spoke to its fans, players, general managers, coaches and hockey executives from throughout the hockey world to receive input on changes that could make a great game even better. The League has derived from that process a comprehensive slate of changes that we feel will enhance the product.

The objectives of these new rules are: to let the skill players play; to increase the number and quality of scoring chances; to maintain the physicality of the game; to discourage the utilization of defensive-oriented "tools" in order to encourage more offense; and to provide a more entertaining product.

COMPETITION COMMITTEE

What will the role of the new Competition Committee be?

The Competition Committee, comprised of NHL players, general managers and owners will ensure that the game is being played in a manner that emphasizes entertainment, skill and competition. The inaugural Competition Committee is comprised of Philadelphia Flyers' Chairman Ed Snider, General Managers Bob Gainey (Montreal), Kevin Lowe (Edmonton), David Poile (Nashville) and Don Waddell (Atlanta) and players Rob Blake (Colorado), Jarome Iginla (Calgary), Trevor Linden (Vancouver) and Brendan Shanahan (Detroit). NHL Players' Association Director of Business Operations Mike Gartner also will provide input to the Committee.

The Competition Committee met for the first time on June 23 in Toronto and met as recently as this past Tuesday to finalize the new rules for the 2005-06 season.

GOALIE EQUIPMENT

Will the size of goaltender equipment be reduced?

Yes. The League has consulted with the NHL Players' Association and the individual goaltenders over the last three months to reduce the size of goalie equipment by approximately 11 percent. It is expected that these new standards will be in effect for the start of the 2005-06 season.

STANDINGS/POINT SYSTEM/STATISTICS

Will the regular season point system change?

No.

How will the final score of a game that goes to shootout read?

If a game is tied 3-3 after regulation and eventually goes to a shootout, the final score of the game will be 4-3 (regardless the number of goals scored in the shootout).

How will statistics from a game that goes to shootout be accounted for?

No individual statistics will be awarded from performance in a shootout (e.g. no goals - or game-winning goals - credited to scorer; no saves or goals against charged to a goaltender). Also, a goalie will not be charged with a loss to his record should he lose in overtime (this is a change from current practice) or in a shootout. Instead, such a decision would be added to the goalie's OT column (e.g. same as team standings - GP W L OT).

OFFICIATING

Will the League make any changes to officiating?

Yes. The League is going to emphasize "teams" of officials in developing game assignments over the course of the season. We expect that this will produce a better and more consistent standard of officiating in each game. The League also plans to have the officials meet with both team captains and coaches prior to each pre-season game to address any issues relating to the rules and the calling of the game.

NHL/IIHF AGREEMENT

As the NHL/IIHF agreement has been expired for a year, how will player transfers from European federations to the NHL be handled?

We have begun negotiations with the IIHF on a new agreement, and we hope to conclude that agreement in the near future.

NHL/CHL AGREEMENT

Has the League begun negotiating a new agreement with the Canadian Hockey League?

We have begun negotiations with the CHL on a new agreement, and we hope to conclude a new agreement in the near future.

ALL-STAR

Has the 2006 All-Star Game been cancelled?

Yes. As part of the new CBA, NHL players will participate in the 2006 and 2010 Olympic Winter Games and the League will not hold All-Star Games in those years.

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NHL INTRODUCES NEW LOGO NEW YORK (JULY 22, 2005) --

The National Hockey League introduced an updated shield logo today in conjunction with the ratification of a new collective bargaining agreement. The invigorated mark uses upward-reading letters to project a vibrant, optimistic image, yet defers to tradition by maintaining the time-honored shape of the original shield. The new logo's dominant color is silver, in homage to the most cherished trophy in sports, the sterling silver Stanley Cup.

The new NHL Shield, which was created by NHL Design Director Paul Conway, is part of a comprehensive brand identity initiative launched in 2004 by the NHL with SME, a leader in branding and design. This logo is available to the media for editorial use through the Logos On Demand website. To access, media can log on to logosondemand.net, then click on the NHL Shield and complete the brief application form. Approved media will receive a user name and password via e-mail within one business day. Applications are processed Monday through Friday, 9 a.m. to 5 p.m., ET. Urgent, deadline requests can be filled by contacting the NHL Public Relations Department in New York (212-789-2000).

NHL ADOPTS SHOOTOUT ROUND FOR REGULAR SEASON PLAY

NEW YORK (July 22, 2005) -- Regular-season games that are tied at the conclusion of overtime will be decided by a shootout round beginning in 2005-06, the National Hockey League announced today.

The new shootout rule guarantees a winner each game; ties have been eliminated. If a game remains tied after the five-minute, four-on-four overtime period, the teams will engage in a shootout, in which

three skaters aside take alternating penalty shots against the opposing goaltender. If still tied after three shots per team, 'sudden-death' shots will be taken to reach a decision.

The League will award two points to a team that wins in regulation, overtime or the shootout; one point to a team that loses in overtime or the shootout; and no points to a team that loses in regulation.

Penalty shots have been used by the International Ice Hockey Federation to decide deadlocked games at the World Championships and Winter Olympic Games since 1992. The NHL has had a shootout rule in effect to determine the winner of its All-Star Game since 1994 but only has been required once, when the Western Conference broke a 5-5 tie by outscoring the East 3-1 in penalty shots on Feb. 2, 2003 at Sunrise, Fla.

RECENT TIE-GAME STATISTICS

National Hockey League - Fourteen per cent of all NHL regular-season games in the 2003-04 regular season ended in a tie (170 games of 1,230).

American Hockey League - In the 2004-05 AHL regular season, the first that included a shootout round following overtime to determine a winner, 12% of the games extended to the shootout round (138 games of 1,120).

RECENT PENALTY-SHOT STATISTICS

National Hockey League - Players scored on 32% of their penalty shot attempts in the 2003-04 NHL regular season (18 goals on 57 attempts).

American Hockey League - In the 2004-05 AHL regular season, the success rate in the shootout round was 31% (471 goals on 1,498 attempts).

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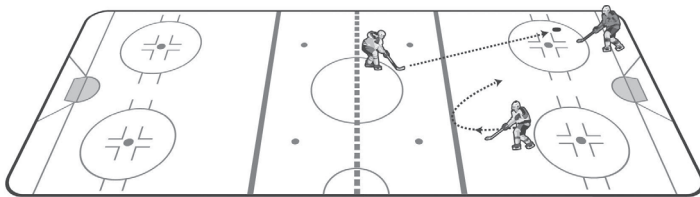
TAG-UP

NEW

To allow more continuous play and to increase pressure on the defending team, an attacking player who precedes the puck into the offensive zone will NOT be considered offside if he returns to the blue line and makes skate contact with it - thus 'tagging up' - before resuming the attack or the forecheck.

OLD

An attacking player who proceeded the puck into the offensive zone was considered offside and play was stopped, except in those instances when the defensive team clearly had gained possession.



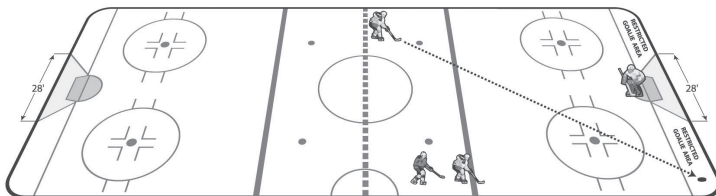
GOALTENDER TRAP ZONE AREA

NEW

To give the attacking team a better chance of gaining puck control behind the goal line, a goaltender may not play the puck while outside the defined area behind his net.

OLD

A defending goaltender could play the puck anywhere behind the goal line, which gave the defending team a better chance of gaining puck control first.



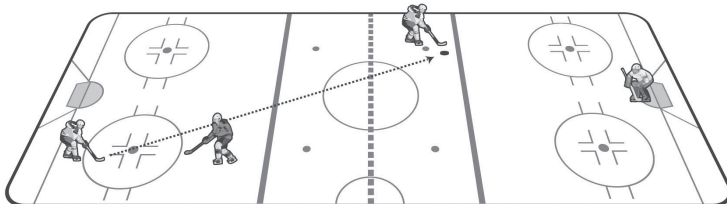
NO CENTER LINE

NEW

In order to create more offensive excitement and generate more scoring opportunities, teams will be able to "stretch" the ice with long passes that can travel legally from behind their defensive blue line all the way to the attacking blue line.

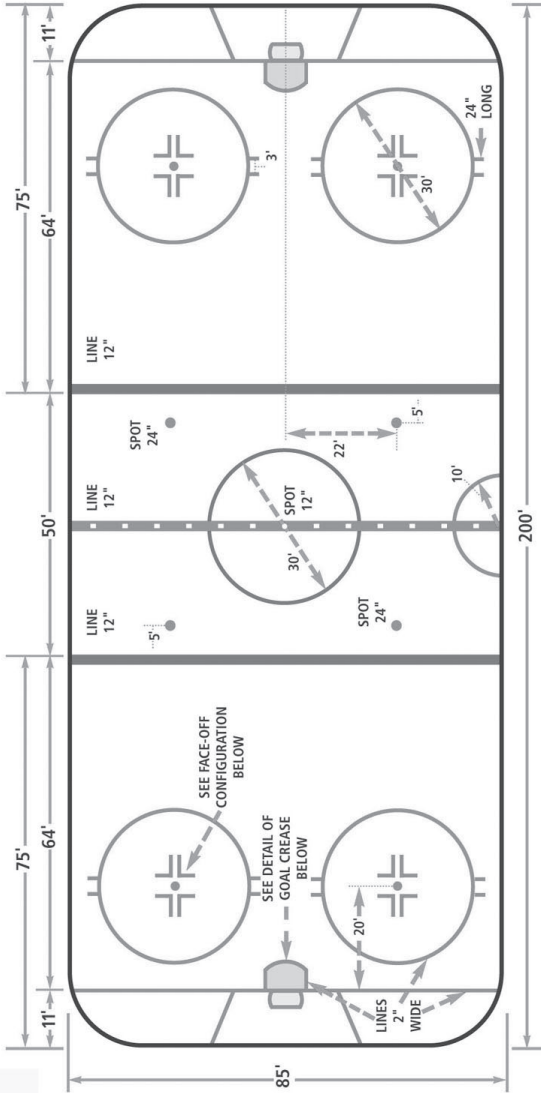
OLD

Offensive teams were prohibited from making passes that passed the red line and a blue line without being touched by a teammate.



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OFFICIAL RINK MEASUREMENTS



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