



For immediate release

Western Hockey League Announces Partnership with RE/MAX

Kelowna, BC (December 15, 2010) -- The Western Hockey League in association with RE/MAX of Western Canada are proud to announce the launch of a new 3-year partnership that includes grassroots programming with all Canadian WHL Markets along with brand integration across various WHL broadcast and online properties.

As a proud sponsor of the WHL, RE/MAX will be highly visible in all 17 Canadian WHL markets. RE/MAX will also run an exciting promotion during the 2010-11 season – The RE/MAX Home Team Contest – giving fans the chance to win a \$10,000 Home Improvement Package.

“As Western Canada’s leader in producing hockey talent, we are proud to announce a long term partnership with Canada’s leading real estate organization - RE/MAX” commented WHL Commissioner, Ron Robison. “The new RE/MAX / WHL Partnership will allow us to further engage our fans in new and exciting promotional programs.”

“Hockey is truly a part of Canadian culture across all communities in Western Canada,” says Elton Ash, Regional Executive Vice President for RE/MAX of Western Canada. “This is where RE/MAX associates live and work and it is because of that that we are excited about the partnership with the WHL allowing us to connect with families and communities that share the same values we do.”

With this partnership, RE/MAX becomes the Official REALTOR® partner of the WHL.

About RE/MAX:

RE/MAX is Canada’s leader with over 18,000 sales associates situated throughout its more than 690 independently-owned and operated offices in Canada. The RE/MAX network, now in its 37th year, is a global real estate system operating in 80 countries, with over 6,300 independently-owned offices and over 92,000 member sales associates. RE/MAX realtors lead the industry in professional designations, experience and production while providing real estate services in residential, commercial, referral, and asset management. For more information, visit: www.remax.ca.

About the Western Hockey League:

The Western Hockey League started with just seven teams based in the provinces of Saskatchewan and Alberta in 1966. The WHL now has representation in all four Western Canadian provinces and the U.S.states of Oregon and Washington. The WHL consists of 22 member Clubs with 17 based in Canadian markets and 5 in the U.S. Pacific Northwest.

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The WHL is a member of the Canadian Hockey League (CHL) whose membership is comprised of three major junior hockey leagues: Ontario Hockey League (OHL), Quebec Major Junior Hockey League (QMJHL) and the Western Hockey League (WHL). At the conclusion of each League's playoffs, the CHL hosts the MasterCard Memorial Cup. A National Championship tournament involving each of the League's Champion and the tournament host.

The Western Hockey League's Head Office is located in Calgary, Alberta and is responsible to administer all functions related to League operations. Under the direction of the WHL Commissioner, the WHL Head Office functions include: game supervision, scheduling, League meetings, player drafts, agreements and scholarships player transactions, finance, marketing, media relations, communications and statistics/results.

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RESIDENTIAL AVERAGE PRICE BY MARKET							
2007 - 2011							
Market	2007	2008	2009	2010*	% +/-	2011**	% +/-
BRITISH COLUMBIA							
Greater Vancouver	\$570,795	\$593,767	\$592,441	\$665,000	12	\$698,250	5
Victoria	\$466,974	\$484,898	\$476,137	\$505,000	6	\$505,000	PAR
Kelowna***	\$410,175	\$430,755	\$400,400	\$425,000	6	\$446,250	5
ALBERTA							
Edmonton	\$338,636	\$332,852	\$320,378	\$330,000	3	\$339,000	3
Calgary***	n/a	\$403,155	\$391,058	\$402,000	3	\$410,000	2
SASKATCHEWAN							
Regina	\$165,613	\$229,716	\$244,088	\$265,000	8.5	\$278,000	5
Saskatoon	\$232,754	\$287,803	\$278,895	\$295,000	6	\$310,000	5
MANITOBA							
Winnipeg	\$170,502	\$196,940	\$207,342	\$228,000	10	\$235,000	3
ONTARIO							
Hamilton-Burlington	\$268,857	\$280,790	\$290,946	\$311,000	7	\$320,000	3
Kitchener-Waterloo***	\$248,882	\$254,771	\$261,379	\$300,000	15	\$305,000	2
London-St. Thomas***	\$202,256	\$210,888	\$213,127	\$230,000	8	\$241,500	5
Ottawa	\$272,618	\$290,483	\$304,801	\$325,000	7	\$340,000	5
Sudbury	\$186,276	\$211,614	\$200,947	\$219,000	9	\$230,000	5
Greater Toronto***	\$376,236	\$379,943	\$395,460	\$430,000	9	\$440,000	2
Barrie & District	\$258,999	\$264,034	\$263,959	\$284,000	8	\$290,000	2
St. Catharines	\$217,841	\$222,104	\$225,421	\$239,000	6	\$246,000	3
Kingston***	\$222,346	\$241,034	\$255,293	\$266,000	6	\$266,000	PAR
Windsor-Essex	n/a	\$162,599	\$156,615	\$163,000	4	\$170,000	4
QUEBEC							
Montreal***	\$229,902	\$258,041	\$271,727	\$291,000	7	\$305,000	5
Quebec City***	\$177,228	\$191,119	\$213,718	\$247,000	15	\$247,000	PAR
NEW BRUNSWICK							
Saint John***	\$140,544	\$158,117	\$179,700	\$180,000	0.2	\$183,600	2
Moncton	n/a	\$143,173	\$150,135	\$154,500	3	\$159,000	3
Fredericton	n/a	\$152,268	\$159,219	\$179,600	13	\$185,000	3
NOVA SCOTIA							
Halifax-Dartmouth	\$216,339	\$232,106	\$239,158	\$250,000	4.5	\$251,000	0.4
PRINCE EDWARD ISLAND***							
	n/a	\$148,499	\$151,672	\$154,000	2	\$155,500	1
NEWFOUNDLAND & LABRADOR							
St. John's***	n/a	\$187,571	\$218,862	\$251,000	15	\$271,000	8
CANADA							
	\$307,265	\$303,594	\$320,333	\$340,000	7	\$350,000	3
* Estimate **Forecast ***Historical values, estimate and forecast based on local board statistics							
Source: RE/MAX, CREA, Local Real Estate Boards							

RE/MAX Housing Market Outlook 2011...5

RESIDENTIAL UNIT SALES BY MARKET							
2007 - 2011							
Market	2007	2008	2009	2010*	% +/-	2011**	% +/-
BRITISH COLUMBIA							
Greater Vancouver	38,978	25,149	36,257	30,000	-17	33,000	10
Victoria	8,403	6,171	7,660	6,000	-22	6,500	8
Kelowna***	n/a	3,773	3,924	3,775	-4	4,000	6
ALBERTA							
Edmonton	20,427	17,369	19,139	16,000	-16	16,000	PAR
Calgary	n/a	23,059	24,583	19,200	-22	19,200	PAR
SASKATCHEWAN							
Regina	3,957	3,338	3,704	3,475	-6	3,550	2
Saskatoon	4,446	3,540	3,834	3,500	-9	3,600	3
MANITOBA							
Winnipeg	12,319	11,854	11,509	11,500	PAR	11,500	PAR
ONTARIO							
Hamilton-Burlington	13,866	12,110	12,680	12,930	2	12,930	PAR
Kitchener-Waterloo***	6,811	6,107	6,467	6,300	-3	6,350	1
London-St. Thomas***	9,378	8,395	8,113	8,030	-1	8,030	PAR
Ottawa	14,739	13,908	14,923	14,200	-5	14,200	PAR
Sudbury	2,632	2,396	1,977	2,400	21	2,450	2
Greater Toronto***	93,193	74,552	87,308	85,500	-2	83,000	-3
Barrie & District	5,017	4,058	4,326	3,950	-9	3,950	PAR
St. Catharines	3,258	2,894	2,808	2,800	PAR	2,800	PAR
Kingston***	4,222	3,377	2,525	2,400	-4	2,400	PAR
Windsor-Essex***	5,387	4,991	5,243	5,500	5	5,800	5
QUEBEC							
Montreal	55,776	40,916	41,802	41,000	-2	42,500	3
Quebec City***	8,110	12,567	13,386	13,000	-3	13,000	PAR
NEW BRUNSWICK							
Saint John***	2,265	2,289	2,283	2,050	-10	2,100	2.5
Moncton	n/a	2,663	2,386	2,400	0.6	2,400	PAR
Fredericton	n/a	2,160	2,166	2,150	-1	2,200	3
NOVA SCOTIA							
Halifax-Dartmouth	7,261	6,472	6,062	5,800	-4	5,900	2
PRINCE EDWARD ISLAND***							
	n/a	1,252	1,177	1,230	5	1,230	PAR
NEWFOUNDLAND & LABRADOR							
St. John's***	n/a	3,835	3,642	3,600	-1	3,600	PAR
CANADA							
	520,747	434,477	465,251	441,000	-5	441,000	PAR

* Estimate ** Forecast ***Historical values, estimate and forecast based on local board statistics.

Source: RE/MAX, CREA, Local Real Estate Boards