



HOCKEY PLIGHT IN CANADA

Launch of Calgary-Based Performance Arena Technology Earns Endorsement from Hockey Canada

Calgary, AB (February 24, 2011) –Calgary-based company Sprung Instant Structures Ltd. (Sprung), has launched Sprung Performance Arenas and earned an endorsement from Hockey Canada for their efforts in addressing the need for more ice in Canadian communities.

A lack of ice facilities or no facilities at all are ongoing issues plaguing many cities across Canada. According to a National Arena Census, of the 2,486 ice arenas in Canada, 47 per cent are over 26 years of age, and 32 per cent are over 36 years old. According to Phil Sprung Jr., President of Sprung, “Those buildings will soon be in need of significant renovations or new structures to meet the needs of our communities – without a plan in place, those communities are at risk of losing even more ice time, which is already in high demand.”

Built quickly and economically, Sprung Performance Arenas are a smart, long-term solution to the “ice crisis” in Canada.

“Traditional single arenas can cost anywhere from 8.5 million to 20 million, and take over a year to build, whereas Sprung arenas can be built for less than 6 million, and are constructed in around 6 months,” said Sprung, “Sprung Arenas are safe, reliable, long-lasting, have a high quality ice surface, and make ice sports more accessible in our country.”

In support of Sprung’s efforts, Hockey Canada and the Hockey Canada Foundation have recently provided their endorsement for the product. “It is with the initiative of private companies like Sprung Instant Structures in the construction of new arenas across Canada that more Canadian children will be able to enjoy playing the game of hockey and continue with our tradition of hockey superiority in Canada,” said Bob Nicholson, President of Hockey Canada.

As a pilot initiative, Sprung recently built two NHL-sized arenas and a double gymnasium enclosure at The Edge School, located in Springbank on the outskirts of Calgary, Alberta.

“Everyone who has walked through the complex has been blown away by it. It’s fantastic. The ceiling is 47 feet high, so it feels like a mini-coliseum,” said Brent Devost, CEO, Edge School, “Overall, we’ve probably saved between \$5 million and \$7 million by going with the Sprung structures. That’s huge.”

Now, with the launch of Sprung Performance Arenas, the company is committed to helping fuel the dreams of Canada’s youth by providing cost-effective, permanent structures for hockey and other ice sports to communities across the country. As a leader in the field of membrane structures, Sprung Instant Structures has safely constructed over 12,000 instant structures in over 90 countries.

Sprung Instant Structures is proudly Canadian and is headquartered just outside of Calgary, Alberta.

For additional information, please visit www.sprungarenas.com.



sprung Performance Arenas

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About Sprung Performance Arenas

Dating back to 1887 with the manufacture of chuckwagon covers, the Sprung family name has been synonymous with tailor-made quality shelters to meet unique needs. Sprung patented the stressed membrane structure as an alternative to conventional construction, and in the past 35 years, Sprung has built more than 12,000 structures for uses that include sports, gaming, worship, storage, corrections, military, office space and much more. Sprung Performance Arenas provide a long-lasting, cost-effective alternative to traditional arena structures. For more information about Sprung Arenas, please visit

www.sprungarenas.com.

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