



IMMEDIATE NEWS RELEASE

April 30, 2015

Keystone Centre Introduces Enns Brothers Arena

BRANDON, MB – The Optimist Arena in the Keystone Centre will now be called the Enns Brothers Arena.

Manitoba-proud, Enns Brothers, have banded together to support the Keystone Centre through annual naming rights sponsorship of the Enns Brothers Arena. A contract between the two parties has been signed for a 5 year agreement. In conjunction, Enns Brothers has been named the 'Official Equipment Supplier for the Keystone Centre.'

Branch Manager, Scott Medd, explains their decision to enter into a naming rights sponsorship commitment with the Keystone Centre, "The Keystone Centre is an activity hub and plays an important role in the agriculture industry. We have an appreciation for the economic impact the Keystone Centre brings to Western Manitoba." Medd said, "We're excited about this partnership, as it provides an opportunity to give back to our customers, employees and the community."

A conservative economic impact of over \$62 million is generated in Brandon's economy from Keystone Centre events each year, says a recent study. The Keystone Agricultural and Recreational Centre Inc. is a registered charity and operates on a cost-recovery basis with the goal to remain open and available to the community it serves. At 540,000 square feet the Keystone Centre is the largest indoor recreational and event facility in Manitoba.

"Partnerships like this are key for the Keystone Centre," said Shawn Berry, Chair of the Keystone Centre Board. "We get to showcase a strong Manitoba brand to our many visitors and help to sustain the facility for all its user groups."

This partnership will be the fourth naming rights sponsorship for rooms/arenas within the Keystone Centre facility. Its main arena, Westman Communications Group Place was the first, followed by the Westoba Credit Union Agricultural Centre of Excellence. Late last year, the Keystone Centre announced the partnership in naming rights for MNP Hall. The Keystone Centre is still looking to secure naming rights sponsorships for its Canada Room, Amphitheatre, and Kinsmen Arena.

"We are thrilled that we could attract a company like Enns Brothers to this opportunity,"

said Neil Thomson, general manager, Keystone Centre. “They obviously see the value that the naming rights provides them and this certainly helps us in achieving our goals for the facility”

For information on the remaining naming rights opportunities within the Keystone Centre, contact Krista Kowaluk, Marketing and Sponsorship Manager
krista@keystonecentre.com.

About the Keystone Centre

The mandate of the Keystone Centre is to enhance the lives of Westman residents through providing a safe, family-friendly, multi-functional, full-service facility for use in a wide range of events, meetings, entertainment, agricultural and recreational activities throughout all seasons, accessible to everyone in the community.

To learn more about the Keystone Centre visit www.keystonecentre.com

About Enns Brothers

Enns Brothers is a local Manitoba success story with over 350 employees in 9 locations in Manitoba. Selling and servicing John Deere agricultural and turf equipment as well as BRP recreational products, the dedicated team of professionals work hard every day to build on our reputation for quality products and service excellence. The company has been in business for nearly 60 years, locally owned and committed to the communities it serves. For more information visit ennsbrothers.com

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