



For Immediate Release

STEVE NASH FITNESS CLUBS AND CANUCKS SPORTS & ENTERTAINMENT ANNOUNCE
NEW PARTNERSHIP

...Steve Nash Brand Now Official Fitness Club of the Vancouver Canucks

Vancouver, British Columbia (May 6, 2010) - The Steve Nash Organization announced a sponsorship partnership today with Canucks Sports & Entertainment, designating them the official Fitness Club of the Vancouver Canucks. This agreement brings together two of British Columbia's premier sports and fitness brands.

Don Harbich, CEO of SNSC and SNFW says, "We are excited to be affiliated with an iconic sports team such as the Vancouver Canucks. This benchmark sponsorship reflects our commitment to pursue unique and enriching opportunities for our members and establishing Steve Nash Clubs as a leader in fitness and health."

The new partnership will see the Steve Nash brand have a strong presence in-arena during Canucks games, on Canucks.com and during game broadcasts on Team 1040. The Steve Nash Sports Club/Fitness World will also be actively involved with the Canucks charitable fundraising events, providing donations and support for the worthy causes. The Steve Nash Sports Club/Fitness World will offer full use of its 16 facilities to the Vancouver Canucks players.

With the new partnership, members of the Steve Nash Sports Club/Fitness World will be privy to a number of exclusive Canucks promotions and prizes, which include game tickets and autographed merchandise. Members will also have the opportunity to win an a VIP Canucks package, encompassing an opportunity to watch private practice, receive two autographed jerseys, two tickets to a final home game and dinner for two in the Captains Room, as well as a private tour of General Motors Place. Official Playoff Towels will be available for members at select club locations.

Steve Nash is now the largest fitness brand in British Columbia with 16 destinations and plans for continued expansion. Steve Nash Sports Club was founded in 2007 in British Columbia, creating a new industry standard in the Canadian fitness arena. For more information about the Vancouver Canucks sponsorship or the club visit www.stevenashsportsclub.com or www.stevenashfitnessworld.com.



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