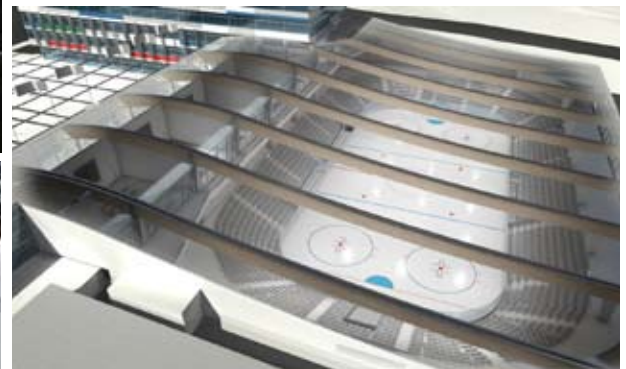


winSPORT CANADA



Canada's rise as a prominent winter sport nation is due to three factors: passionate, talented and committed athletes; financial support for those athletes and their support systems; and the development and sustainability of world-leading sport facilities that exceed athlete training and competition requirements. Each element is critical and each dependent upon the others.

Winter sport is top of mind for Canadians now more than ever, and they should know the complete recipe for this country's continued and future success. The following is how WinSport Canada contributes.



- MISSION** To provide world-class winter sport facilities through a sustainable business model where Canadian athletes can discover, develop and excel.
- VISION** The acknowledged leader in developing and sustaining the facilities required for Canada to be the number one winter sport nation.
- VALUES** Excellence • Integrity • Sportsmanship Safety • Fun • Guest Service • Teamwork • Sustainability

WINSPORT CANADA'S SUPPORT OF SPORT

For almost 22 years, WinSport Canada has continuously advanced the legacy facilities from the 1988 Olympic Winter Games and developed new facilities that have generated ever improving results. The monetary contributions WinSport Canada has made to these facilities, and through them to the development of sport and Canadian athletes, has been significant and threefold:

- 1. Monetary contributions.**
- 2. Subsidy of sport organizations.**
- 3. Successful management of endowment funds.**

1. Since 1988 WinSport Canada has contributed close to \$124 million to sport:

- Invested \$28.2M in facility additions and upgrades¹
- Spent \$70.8M in operating expenses²
- Facilitated \$19.9M in sport grants
- Provided \$4.9M to program support

¹Facilities include: Olympic Oval, Ice House, Olympic Track, Ski Jump Training Centre, Bill Warren Training Centre, Bob Niven Training Centre, Beckie Scott High Performance Training Centre, Spray Lakes Athlete Village, Camp Green, 22-foot halfpipe, Freestyle Aerials and Moguls Course, Gymnasium.

²These expenses are only for operating high performance sport facilities, does not include recreational support. Expenses include operational support for Canadian Sport Centre Calgary and the Calgary Olympic Oval among a number of other facilities.

2. Sport groups are heavily subsidized to operate at WinSport Canada facilities:

- Fiscal year 2008 – 2009, sport groups were subsidized approximately \$1.6M

Includes office, boardroom and gymnasium rental, memberships to the Bob Niven Training Centre and the Bill Warren Training Centre, and training time at Camp Green and Beckie Scott High Performance Training Centre.



3. Growth of endowment funds:

Through the successful management of two endowment funds, WinSport Canada has been able to evolve and expand upon the 1988 legacy facilities and become a yardstick by which the world measures legacy facilities and winter sport development programs.

As one of the premier sport development organizations in the world, WinSport Canada will continue to ensure its endowment funds provide the operational support required to be a centre of winter sport excellence.

- Following the 1988 Olympic Winter Games, WinSport Canada had two endowment funds totaling \$66M. They are governed as perpetuity funds that provide a five per cent cash draw annually to support operational and capital costs of WinSport Canada facilities.

- Olympic Endowment Fund (OEF) – valued at \$33M
- OCO Fund Trust – valued at \$33M

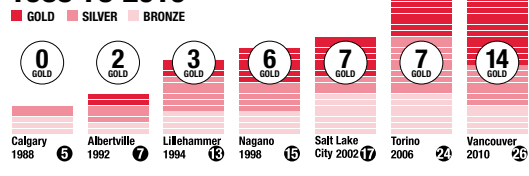
- Due to successful management of these funds, total portfolio peaked in 2007 at \$185M (280 per cent growth).
- At the worst of the economic crisis, the funds declined to \$115M, but once again successful management has increased them to \$133M as of December 2009.

WINSPORT CANADA KEY MESSAGES

WinSport Canada provides world-class winter sport facilities that give Canadian athletes the ability to become the best in the world, and recreational athletes the chance to discover, develop and excel in sport.

WinSport Canada facilities have played a crucial role in developing Canada's elite athletes: three-quarters of the medals won in Vancouver were won by athletes who trained or competed on WinSport Canada facilities.

RISING WINTER OLYMPIC MEDAL COUNT 1988 TO 2010



Close to 2,000 athletes train on WinSport Canada facilities using more than 100,000 athlete training days annually.

During the 2008-2009 winter season, WinSport Canada facilities hosted 48 provincial, national and World Cup sporting events along with 25 other sport events ranging from grassroots for kids and youth to the Burton Canadian Open.



CAMP GREEN - Farnham Glacier, British Columbia

Canada took the number one spot in the 2008-2009 World Championship season when athletes won 28 medals across nine winter sports. Of those nine sports, six of them train at WinSport Canada facilities and account for 23 of the 28 medals.

WinSport Canada continues to enhance and build upon the legacy facilities from the 1988 Olympic Winter Games and is now building this nation's first winter sport institute. The Canadian Winter Sport Institute (branded WinSport Canada) will be one of the only training facilities in the world where athletes from many different sport backgrounds can come together to train and learn from each other's success. It will be an environment where everything an athlete needs to train is all under one roof.

The Athletic and Ice Complex currently under construction at Canada Olympic Park will be the cornerstone of the new Canadian Winter Sport Institute. Government funding of \$129M has already been secured for the development of this facility.

Absolutely no funds from the WinSport Canada endowment funds are going towards the development of the Athletic and Ice Complex. In addition to the government funding, WinSport Canada will be investing through a land monetization project along with embarking on a national capital campaign, titled CANADA WINS, in order to raise the remaining funds needed.

While the downturn in the global economy had a significant impact on its endowment funds, WinSport Canada acted decisively, creatively and in cooperation with its sport partners to ensure continued facility access for Canada's high performance athletes leading up to the 2010 Olympic and Paralympic Winter Games.

WinSport Canada is mandated to support two-thirds of the Olympic Oval's operating deficit and capital expenditures from the returns on the Olympic Endowment Fund. In the past year, the OEF did not provide enough income to meet this obligation. In order to help fill the funding gap, WinSport Canada provided additional contribution from its emergency fund, the OCO Reserve Fund.

WINSPORT CANADA FACILITIES

CANADA OLYMPIC PARK CALGARY, ALBERTA

22-FOOT SUPER HALFPIPE

- Among the largest in the world and the first of its size in Canada
- It was the model for the construction of the 2010 Olympic Winter Games halfpipe in Cypress, British Columbia
- Home site of the Burton Canadian Open, hosting partner for the Snowboard FIS World Cup and consistent venue for provincial and NorAm events
- Close to 500 provincial development and high performance athletes train on this facility
- One of the national training centres for our national snowboard team
- Will host the final Snowboard World Cup event that will be the Olympic qualifier for the 2010 Winter Olympic Games

FREESTYLE AERIALS AND MOGULS COURSE

- The first facility in the world to combine ski jumping, freestyle aerials and moguls, and alpine slalom – all built to international specifications
- Built in 2006, this world-leading training competition venue was constructed within the existing ski jump bowl at Canada Olympic Park
- Quoted as the most difficult mogul pitch on the World Cup circuit
- Hosting partner for the Freestyle Grand Prix



- Close to 500 provincial development and high performance athletes train on this facility
- Home site for the Alberta moguls and aerials and halfpipe teams
- The moguls venue meets the specs for a FIS Women's Slalom event and the goal is to attract larger scale Alpine events

SKI JUMPING TRAINING CENTRE

- The ski jumping complex consists of 7 different ski jumps; K10, K15, K18, K38, K63, K89 and K114
- Dubbed the best ski jump facility in North America, it provides year-round training for all athletes from beginner to elite and is essential to developing Canada's national team.
- Only venue in the world with 7 jumps, 6 of which provide training to all levels of Nordic Combined and Ski Jumping (K114 is now inactive)
- More than 100,000 jumps take place each summer and winter
- Plays host to club, provincial and national championship level events

ICE HOUSE

- Provides a critical, competitive edge for sliding sport athletes to practice the most important part of their race – the start

- Built in 2001, one of only two indoor push start facilities in the world that can accommodate bobsleigh, luge and skeleton training
- There have been over 1,200 athlete visits this season
- Since 2002, athletes in all three sliding sports have attributed 180 medals won to training in the Ice House

OLYMPIC TRACK (BOBSLEIGH, SKELETON, LUGE)

- Last season there were 19,518 track runs for all three sliding sports
- Plays host to high level competitions such as World Cups, America's Cups and provincial championships
- One of only two places in North America that offers public bobsleigh rides beginning at the Olympic start and concluding at the Olympic finish line
- 525 thrill seekers enjoyed the exhilaration of a public bobsleigh ride last year

CROSS-COUNTRY SKI TRAILS

- Approximately 2 ½ km of trails at Canada Olympic Park for beginner to advanced skiers
- The only biathlon air rifle range in southern Alberta
- Plays host to several events each year, from small regional races up to Canada Cups

- The only groomed cross-country trails within Calgary where guests can ski seven days a week without being dependant on natural snow
- Trails are lit for night skiing Monday through Friday

BOB NIVEN TRAINING CENTRE

- As a high performance training centre it provides athletes with multi-level Olympic-class weight rooms, cardio equipment, regeneration room with whirlpool and cold therapy tubs, and a gymnasium
- Athlete services also include massage therapy, chiropractic, physiotherapy and psychology
- Houses administration offices for a number of sport organizations

ATHLETIC AND ICE COMPLEX

- 500,000 square foot facility with one acre of Victory Plaza for outdoor celebrations
- High standard of environmental sustainability, goal is LEED silver
- Future home of Hockey Canada (including women's and sledge hockey) and many other national and provincial sport organizations
- Together in one place will be state-of-the-art training facilities, coaching, sport medicine, programming, clinicians, research and more
- One 3,000 seat international ice surface

- and three North American ice surfaces accommodating 300 spectators each
- High performance training facility with running track, skating simulators, shooting galleries, and power lifting
- Public sport development facility
- Catering venues and public market café, conference and meeting centre
- Opening in phases from December 2010 to December 2011

OLYMPIC OVAL CALGARY, ALBERTA

- Located at the University of Calgary
- WinSport Canada funds two-thirds of the operating and capital costs of the Olympic Oval
- The premier training facility for Canada's short and long track speed skaters
- Since 1988, more than 100,000 personal best times and 150 world records have been set on the world's fastest ice
- Last winter season, Oval athletes won 44 World Cup and World Championship medals in short and long track speed skating events
- At the 2006 Olympic Winter Games, Canadian athletes won 24 medals, 10 of which were for speed skating

SOUTHERN ALBERTA BILL WARREN TRAINING CENTRE

- Located at the Canmore Nordic Centre
- Built in 1994, it is the home base for Canadian national cross-country and biathlon teams

- Provides dry-land training and support services to Canada's Nordic sport athletes
- Plays an integral role in the premier Cross-Country World Cup on the FIS circuit

SPRAY LAKES ATHLETE VILLAGE

- Opened in 2007 in Canmore
- Approximately 5,946 athlete nights each year are accommodated through 7 houses

BECKIE SCOTT HIGH PERFORMANCE TRAINING CENTRE

- Located on Haig Glacier in southern Alberta
- Opened 1999, this unique facility is the only one of its kind in the world with up to 8 km of trails groomed daily
- Provides on-snow summer training for Canada's elite cross-country and biathlon athletes
- Provides Canada's Nordic athletes with a competitive advantage
- Accommodates more than 1,000 athlete training days per season
- Overnight camp provides all the amenities of home in a remote glacier setting

BRITISH COLUMBIA CAMP GREEN

- Located on Farnham Glacier in southern British Columbia
- Established 2003, it provides on-snow summer training for snow sport athletes in alpine, freestyle skiing and snowboarding
- Accommodates approximately 5,060 athlete training days each season
- Overnight camp provides all the amenities of home in a remote glacier setting
- Strong mix use of national, provincial, development athletes and Para-athletes
- Canada's top snow sport medal contenders have trained at Camp Green



WINSPORT CANADA'S OLYMPIC AND PARALYMPIC CONTRIBUTION

WinSport Canada takes great pride in providing world-class facilities for elite athletes. Canadian results at the Vancouver 2010 Olympic and Paralympic Winter Games are a prime example of how leading-edge facilities are a critical component of Canada's growing winter sport success.

2010 Olympic Winter Games

115 of Canada's 202 athletes trained or competed on WinSport Canada facilities. 20 of Canada's 26 medals were won by athletes who trained or competed on WinSport Canada facilities.

10 of 14 Gold • 6 of 7 Silver • 4 of 5 Bronze

2010 Paralympic Winter Games

18 of Canada's 19 medals were won by para-athletes who trained on WinSport Canada facilities.

9 of 10 Gold • 5 of 5 Silver • 4 of 4 Bronze



SPORT PARTNERS AT WINSPORT CANADA

Sport Organizations

Close to 20 national and provincial sport organizations are housed in WinSport Canada facilities.

Own the Podium

Located at Canada Olympic Park, they provide important resources to Canadian athletes, coaches and support personnel.

Canadian Sport Centre Calgary

They provide athletes and coaches with leading experts in many areas including exercise physiology, sport medicine, strength and conditioning, nutrition, biomechanics, mental training, coach education, and life skills. CSCC will be managing the high performance training centre in the new Athletic and Ice

Complex. WinSport Canada has been a funding partner since 1994.

Calgary Sports Council

Located at Canada Olympic Park, they support and influence the growth of amateur sport in Calgary.

Calgary Gymnastics Centre

Located at Canada Olympic Park, it is the largest gymnastics club in Canada and also used by winter sport athletes for cross-training.

National Sport School

A partnership between CODA and the Calgary Board of Education established this school in 1994 to provide Canada's high performance athletes an opportunity to pursue excellence in

their academic and athletic careers. WinSport Canada is working towards bringing the National Sport School to Canada Olympic Park.

Canada's Sports Hall of Fame

Opening spring 2011 at Canada Olympic Park, the Hall is dedicated to recognize and honour Canada's sports heroes. More than 20,000 square feet of exhibit space is planned featuring memorabilia, interactive activities, videos and photographs. The Hall has inducted 506 honoured members from the ranks of amateur and professional athletes and sport builders representing 56 sports.

**For more information, please visit
www.winsportcanada.ca**