



NEWS RELEASE

FOR IMMEDIATE RELEASE

JUNE 23, 2022

THE NHL, NHLPA AND NHL ALUMNI ASSOCIATION ANNOUNCE GROUNDBREAKING MULTIYEAR NFT PARTNERSHIP WITH SWEET

Sweet becomes the Official NFT Digital Collectibles Marketplace of the NHL, NHLPA and NHLAA

Sweet-powered official NHL marketplace will offer officially-licensed collectibles including current and historical video moments and gamification features

NEW YORK, N.Y./TORONTO, ONT. (June 23, 2022) – The National Hockey League Players' Association (NHLPA), the National Hockey League (NHL®), the NHL Alumni Association (NHLAA) and non-fungible token (NFT) distribution platform Sweet today announced a new multiyear partnership naming Sweet the Official NFT Digital Collectibles Marketplace and an Official NFT partner of the NHL, NHLPA and NHLAA.

The Sweet-operated NHL marketplace will focus on providing the entire community of NHL fans and collectors with a unique and valuable engagement experience through the opportunity to buy, sell, collect and trade never-before-offered pieces of NHL history.

With a planned launch at the start of the 2022-23 NHL season, the stand-alone NHL platform custom-built for this program by Sweet will showcase current and historic moments as well as iconic elements of the game in the form of non-fungible tokens. Also on the roadmap are specialty packs, gamified collection experiences, 3D interactive trophy rooms where users can display their collections, as well as dynamic NFTs designed to change based on current team data, and more.

The category-exclusive partnership is the first-ever to bring the NHL, NHLPA and NHLAA together to offer NFTs in the form of current and archival video moments and collectibles from across the League featuring past and present NHL stars and top plays. Planned collections will be comprised of cinematic, high-definition game highlights from past and present NHL seasons, iconic historical highlights and host of other cutting-edge features and functionality that will appeal to new and experienced NFT collectors. Sweet's user-friendly platform will make it easy for first time fans to experience the thrill of buying, selling, collecting, and trading on the NHL marketplace. The marketplace will also allow fans to showcase their purchases through innovative hockey experiences.

"We are proud to be launching the NHL's official NFT Digital Collectibles Marketplace this upcoming season and to offer this new and innovative interactive touchpoint for NHL fans," said **Dave Lehanski**, NHL Executive Vice President, Business Development and Innovation. "We invested a significant amount of time to analyze the marketplace and establish a fan-first strategy and are now thrilled to announce a partnership with a company that will not only provide us with a world-class digital NFT collectibles experience, but also a commitment to develop a comprehensive platform that is completely designed and customized for the NHL and wholly focused on connecting with hockey fans in the most authentic and engaging manner possible."

"The NHLPA is excited about, and very confident in the platform Sweet has developed for NHL NFT collectibles," said **Mathieu Schneider**, Assistant to the Executive Director for the NHLPA. "We're looking forward to collaborating with Sweet to promote our game like never before, by giving fans a chance

to collect their favourite player moments, and to interact with the players and other fans in a whole new way.”

“The NHL Alumni Association is excited to work with the NHL, the NHLPA, and Sweet to bring these digital hockey products to fans,” said **Glenn Healy**, Executive Director of the NHLAA. “Sweet has done an incredible job of building the innovative platform and products that will bring NHL NFT Digital Collectibles to life. This collaboration has been worth the wait as fans will be able to access their favorite hockey history moments while we do our part to honor the past”.

Tom Mizzone, CEO of Sweet, said: “We’re honored to be partnering on an industry-first launch with an organization as globally renowned as the NHL. Working closely with the League and the Associations, we’ve curated some visually stunning action-packed moments, leveraging in-play gamification to create a genuinely engaging and unique relationship between collectibles and experiences.”

The NHL marketplace operated by Sweet will also host quests and challenges that increase fan engagement through their collectability. Special stadium packs featuring moments from the NHL’s marquee events, including the NHL Winter Classic®, NHL Stadium Series™, and NHL Heritage Classic™, will also be made available.

Fans can visit [NHL.sweet.io](https://www.nhl.sweet.io) to get in early and register for upcoming announcements and releases.

(6/23/22)

NHL, the NHL Shield and NHL Winter Classic are registered trademarks and NHL Heritage Classic and NHL Stadium Series are trademarks of the National Hockey League. © NHL 2022. All Rights Reserved.

THE ALUMNI LOGO IS A TRADEMARK OF THE NHL ALUMNI ASSOCIATION. © NHL ALUMNI ASSOCIATION 2022. ALL RIGHTS RESERVED.

For more information, please contact:

Sweet Contact:

Joe Langsworthy
Cryptoland PR for Sweet
Joe@cryptolandpr.com

NHL Contact:

Jen Neziol
jneziol@nhl.com

Brad Klein
bklein@nhl.com

NHLPA Contact:

Ryan Parker
rparker@nhlpa.com

NHLAA Contact:

Brodie Palango
bpalango@nhlalumni.com

About Sweet

Sweet uses innovative technology to deliver immersive and engaging NFT experiences to consumers and fans across the world. Sweet believes that easy access to NFTs is essential to drive user interaction and provides brands with a consumer-first solution for creating and releasing promotional digital assets tied to

the blockchain. Sweet has multiple professional partnerships with top brands across the NBA (Cleveland Cavaliers, New York Knicks, Milwaukee Bucks), F1 (McLaren Racing, Red Bull Racing), the Australian Open, Elton John, Macy's, Dave and Buster's, Burger King, and many more. For more information, please visit: <https://sweet.io/>

About the NHL

The National Hockey League (NHL®), founded in 1917, consists of 32 Member Clubs. Each team roster reflects the League's international makeup with players from more than 20 countries represented, all vying for the most cherished and historic trophy in professional sports – the Stanley Cup®. Every year, the NHL entertains more than 670 million fans in-arena and through its partners on national television and radio; more than 191 million followers - league, team and player accounts combined - across Facebook, Twitter, Instagram, Snapchat, TikTok, and YouTube; and more than 100 million fans online at NHL.com. The League broadcasts games in more than 160 countries and territories through its rightsholders including ESPN, Turner Sports and NHL NetworkMC in the U.S.; Sportsnet and TVA Sports in Canada; Viaplay in the Nordic Region; and CCTV and Tencent in China; and reaches fans worldwide with games available to stream in every country. Fans are engaged across the League's digital assets on mobile devices via the free NHL® App; across nine social media platforms; on SiriusXM NHL Network Radio™; and on NHL.com, available in eight languages and featuring unprecedented access to player and team statistics as well as every regular-season and playoff game box score dating back to the League's inception, powered by SAP. NHL Original Productions and NHL Studios produce compelling original programming featuring unprecedented access to players, coaches and League and team personnel for distribution across the NHL's social and digital platforms.

The NHL is committed to building healthy and vibrant communities using the sport of hockey to celebrate fans of every race, color, religion, national origin, gender identity, age, sexual orientation, and socio-economic status. The NHL's Hockey Is For Everyone™ initiative reinforces that the official policy of the sport is one of inclusion on the ice, in locker rooms, boardrooms and stands. The NHL is expanding access and opportunity for people of all backgrounds and abilities to play hockey, fostering more inclusive environments and growing the game through a greater diversity of participants. To date, the NHL has invested more than \$100 million in youth hockey and grassroots programs, with a commitment to invest an additional \$5 million for diversity and inclusion programs over the next year.

About the National Hockey League Players' Association

The National Hockey League Players' Association (NHLPA), established in 1967, is a labour organization whose members are the players in the National Hockey League (NHL). The NHLPA works on behalf of the players in varied disciplines such as labour relations, product licensing, marketing, international hockey and community relations, all in furtherance of its efforts to promote its members and the game of hockey. In 1999, the NHLPA launched the Goals & Dreams fund as a way for the players to give something back to the game they love. Over the past 22 years, more than 80,000 deserving children in 34 countries have benefited from the players' donations of hockey equipment. NHLPA Goals & Dreams has donated more than \$25 million to grassroots hockey programs, making it the largest program of its kind. For more information on the NHLPA, please visit www.nhlpa.com.

About the NHL Alumni Association

The NHL Alumni Association (NHLAA), established in 1999, is an organization devoted to bettering the lives of all former NHL players and their families. The NHLAA exemplifies this commitment to its members in many different ways, including financial assistance, mental and emotional wellness support, physical care, post-playing career transition and family aid, all in furtherance of its efforts to 'Honour the Past'. Since its inception, the NHLAA has become the largest membership of retired professional hockey players and focuses on making tomorrow better than today for all NHL Alumni throughout their journey. To learn more, and to view our latest news posts, please visit us at www.nhlalumni.com.