



## News Release

### ScreenScape Digital Signage Network to Deliver Video Content to Bauer Hockey's Retail Partners

MISSISSAUGA, ON and CHARLOTTETOWN, PE – (May 27, 2011) ScreenScape Digital Signage Network announced that Bauer Hockey, the world's leading manufacturer of ice hockey equipment, will utilize the company's community-based screen displays to deliver video content to leading retailers in Canada, the United States and Europe.

"Brands looking for ways to engage directly with today's consumers can learn a lot from Bauer Hockey's example," said Kevin Dwyer, President and CEO, ScreenScape. "ScreenScape is the ideal solution for any corporate network that wants to deliver uniform branding and consistent sales and marketing messages to their audience right at the point-of-sale. We are delighted to see quality brands like Bauer Hockey tap into the power of ScreenScape and go global with this technology."

ScreenScape is a leading community-based digital signage platform and key enabler of location-based media. ScreenScape helps businesses to speak more effectively to their onsite customers, to coordinate messaging at physical sites in their organization, and also through the ScreenScape Community to take their marketing message to audiences inside other venues.

"We first utilized ScreenScape to deliver our marketing message directly to customers through our retail partners in Canada and based on increasing demand, we are expanding our partnership to additional retail locations in Canada, the United States and Europe," said Darryl Hughes, Marketing Director, Bauer Hockey. "Our goal is to have our in-store digital signage program operational across the globe by the end of the year."

continued



### About Bauer Hockey

Bauer Hockey is the world's most recognized designer, marketer and manufacturer of hockey equipment. Founded in Kitchener, Ontario in 1927, Bauer developed the first skate with a blade attached to a boot, forever changing the game of hockey. Since then, Bauer has continued to develop the most sought after products in the industry, including the widely successful Supreme® and Vapor® lines of products. Bauer Hockey, Maverik Lacrosse and Mission Roller Hockey are brands under Bauer Performance Sports, a publicly traded company on the Toronto Stock Exchange (BAU).

Visit Bauer online at <http://www.bauer.com>

### About ScreenScape

ScreenScape is the first community-based digital signage network. Businesses of all sizes and in a range of industries use ScreenScape for digital signage, media distribution, and advertising. ScreenScape is a software-as-a-service (SaaS) platform, enabling members to turn any Internet-connected computer or screen into a dynamic digital display. Members of ScreenScape form a collaborative community, which acts as a shared resource for content creation, exchange, cross-promotion and advertising revenue. For more information, please visit <http://screenscape.net/>

*For more information, please contact:*

*ScreenScape Networks Inc.*

*(902) 368-1975 | [screenscape@screenscape.net](mailto:screenscape@screenscape.net) | <http://screenscape.net>*

*P.O. Box 291, 133 Queen Street, 3rd Floor, Charlottetown, PE C1A 7K4 Canada*