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Brandt name to remain in lights.

Brandt and Regina Exhibition Association Ltd. sign long-term naming rights agreement.

The Brandt Group of Companies and the Regina Exhibition Association Ltd. (REAL), the operator of Evraz Place, have announced that they have reached a new 10-year agreement that will see Brandt continue as the naming sponsor for the facility's principal sports and event venue, the Brandt Centre.

"We are very glad to see this agreement completed; it's a win-win for Regina," says Brandt President, Shaun Semple. **"The Brandt name has become synonymous with sports and entertainment in this city over the years and it is important to us to continue to demonstrate that commitment to our community."**

The new sponsorship money may be supplemented with a funding package currently under discussion at Regina city council. If approved, this money would help to pay for upgrades to bring the facility up to CHL standards in time to host the Memorial Cup's 100th Anniversary championship in 2018. Negotiations are also underway on an updated service agreement between REAL, Brandt and the Regina Pats Hockey Club that would provide updated service standards to enhance the fan experience.

"We're pleased to have reached an agreement that benefits both organizations," adds REAL President & CEO, Mark Allan, **"The partnership agreement with Brandt provides necessary sponsorship funding for our not-for-profit corporation so we can continue to invest in the facilities, programs and people at Evraz Place for the community's continued use and enjoyment."**

This investment, combined with the previous naming agreement and the funds invested through Queen City Sports & Entertainment for the score clock and entertainment system raises the total amount invested in the facility by Brandt to almost \$7 million.

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For more information, please contact Leanne Smith, Manager of Executive Services at (306) 791-5931 or lsmith@brandt.ca.

About the Brandt Group of Companies

The Brandt Group of Companies - headquartered in Regina, Saskatchewan, Canada - is comprised of Brandt Agricultural Products Ltd., Brandt Engineered Products Ltd., Brandt Equipment Solutions Ltd., Brandt Road Rail Corporation, Brandt Developments, and Brandt Tractor Ltd. - the world's largest privately held John Deere construction and forestry equipment dealer. Brandt has 50 locations in Canada and the US, nearly 2000 employees and a growing international audience; serving the agriculture, forestry, rail, mining, construction, and tube & pipe industries with unique custom products. Brandt is one of Canada's largest privately owned companies and is among an elite group of Platinum Members of Canada's 50 Best Managed Companies.