



February 8, 2005

NHL poised to lose 16% of viewers

SES NationState Survey 2005W1

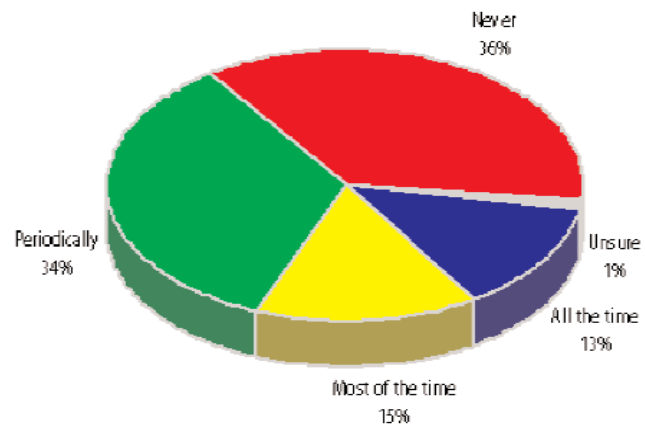
SES' latest random telephone survey of 1,000 Canadians was completed between January 28 and February 2, 2005. The survey is accurate to within 3.1 percentage points, plus or minus, 19 times out of 20. The margin of accuracy will be wider for sub samples. Percentages may exceed 100 due to rounding. The research was registered with the Marketing Research and Intelligence Association, Canada's governing body for market and public opinion research.

About SES

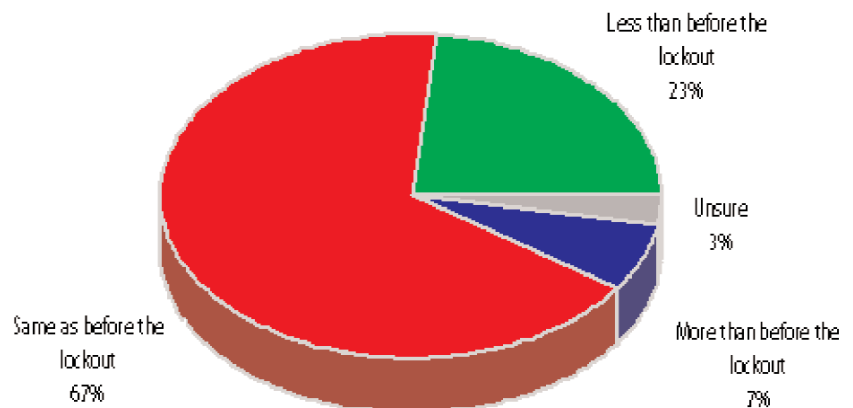
Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm. SES is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

For more information on our full range of services please visit our website www.sesresearch.com or contact: Mr. Nikita Nanos at (613) 234-4666 ext.237 or nnanos@sesresearch.com

Prior to the current NHL lock-out, would you consider yourself someone who watches NHL hockey all the time, most of the time, periodically, or never?



Once the NHL lock-out is over will you watch NHL hockey more than before the lock-out, same as before the lock-out, or less than before the lock-out? (Only respondents who watch NHL Hockey, N=629)





SES Canada Research Inc.
NationState 2005Q1

Between January 28th and February 2nd, 2005, SES completed a random telephone survey of 1,000 voters across Canada. It is accurate ± 3.1 percentage points, 19 times out of 20. The research was completed in accordance with the standards of the Marketing Research and Intelligence Association (MRIA) and was registered with the MRIA. Percentages may not add up to 100 due to rounding.

Question 32 - Prior to the NHL lockout, would you consider yourself someone who watches NHL hockey....						
	National	All of the time	Most of the time	Periodically	Never	Unsure
	Interviews	Percentage	Percentage	Percentage	Percentage	Percentage
Aggregate	1000	13.4	15.2	34.3	36.2	.9
Atlantic	100	10.0	17.0	32.0	40.0	1.0
Quebec	250	10.4	7.6	38.8	40.8	2.4
Ontario	300	16.3	17.7	28.7	37.0	.3
West	350	14.0	18.0	36.6	31.1	.3

Question 33 - Once the NHL lock-out is over will you watch NHL hockey...[Canadians who watch NHL hockey only]					
	National	More than before the lock-out	The same as before the lock-out	Less than before the lock-out	Unsure
	Interviews	Percentage	Percentage	Percentage	Percentage
Aggregate	629	6.8	67.2	23.2	2.7
Atlantic	59	6.8	72.9	16.9	3.4
Quebec	142	7.0	73.2	17.6	2.1
Ontario	188	8.5	59.0	30.3	2.1
West	240	5.4	68.8	22.5	3.3

Estimated net negative effect on NHL of strike (difference between NHL viewers who will watch more and less)

National	16.4%
Atlantic	10.1%
Quebec	10.6%
Ontario	21.8%
West	17.1%