



# PPG Announces Exclusive Paint Partnership with National Hockey League

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*Paint brands named 'official paint of the NHL'*

PITTSBURGH--(BUSINESS WIRE)-- PPG (NYSE:PPG) today announced it has reached a multiyear corporate marketing agreement with the National Hockey League (NHL) to make PPG paint brands the Official Paint of the NHL® in the U.S. and Canada. Financial details and terms were not disclosed. (NOTE TO EDITORS: Additional materials, images and video associated with this announcement are available at <http://newsroom.ppg.com/nhl>.)

The agreement between the National Hockey League and PPG is being announced in conjunction with this Saturday's **2017 Coors Light NHL Stadium Series™** outdoor game between the **Pittsburgh Penguins®** and **Philadelphia Flyers®** at Heinz Field, in PPG's hometown of Pittsburgh. It builds on PPG's 20-year naming-rights agreement with the **Pittsburgh Penguins®** hockey team for Pittsburgh's multipurpose arena, PPG Paints Arena. PPG is also the Official Paint Supplier of the **Pittsburgh Penguins®** team.

"We are excited to deepen our relationship with the National Hockey League and the millions of home-improvement consumers and paint professionals who follow their favorite NHL teams in the U.S. and Canada," said Bryan Iams, PPG vice president, corporate and government affairs. "The loyal fan base of the NHL aligns with the loyal base of customers for PPG products. This latest PPG brand investment broadens our ability to showcase our product lines that help consumers protect and beautify their world, including the PPG PAINTS™, GLIDDEN® and OLYMPIC® brands, and the SICO® and DULUX® brands in Canada."

Keith Wachtel, NHL executive vice president of global partnerships and chief revenue officer, said, "We're honored that PPG has extended its commitment to the sport of hockey through a partnership with the National Hockey League. Partnering with best-in-class paint brands that have an extensive footprint at retail will extend our reach to millions of home-improvement consumers across North America."

PPG will also receive the opportunity to integrate its paint brands into select NHL premier events. In addition to the NHL Stadium Series at Heinz Field, PPG and its products will be featured at future NHL Stadium Series games and the annual NHL Winter Classic® game. To that end, television and venue audiences will see PPG branding on and around the ice adorning dashboards, and off the ice in programs, scoreboard features and event-related activities.

As part of the agreement, PPG will have rights to use NHL marks and logos on PPG paint product packaging, on store point-of-purchase displays, in contests and promotions, and through social media and digital marketing in the U.S. and Canada. For hockey fans, PPG is planning a variety of engagement initiatives, including coupons and promotions for its paint products. The company also will participate in an NHL Legacy project through the COLORFUL COMMUNITIES™ initiative, a PPG program that aims to enhance, protect and beautify the neighborhoods where the company operates.

PPG produces paints, stains and specialty products available at more than 250 DULUX stores in Canada, 630 PPG PAINTS stores in the U.S., more than 6,000 independent dealer locations and more than 8,000 major home improvement center locations in the U.S. and Canada, including The Home Depot, Lowe's, RONA, Menards and Walmart.

PPG's paint products and brands already have a presence throughout professional hockey. PPG paints and coatings protect and beautify hockey arenas from Los Angeles to Pittsburgh and across Canada, and they are found on hockey sticks and helmets. PPG materials even help to power the ZAMBONI® ice resurfacing machine.

The company's products also have a presence in PPG Paints Arena, home of the **Pittsburgh Penguins®**. PPG consulted with the Penguins as they chose paint colors used throughout the arena when it was being built, and the company's paint products are used in both decorative and protective applications throughout the arena. PPG products also have a presence at Pittsburgh's other professional sports venues—Heinz Field, site of this weekend's NHL Stadium Series hockey game, and PNC Park—in both decorative and protective applications.

## PPG: WE PROTECT AND BEAUTIFY THE WORLD™

At PPG (NYSE:PPG), we work every day to develop and deliver the paints, coatings and materials that our customers have trusted for more than 130 years. Through dedication and creativity, we solve our customers' biggest challenges, collaborating closely to find the right path forward. With headquarters in Pittsburgh, we operate and innovate in more than 70 countries and reported net sales of \$14.8 billion in 2016. We serve customers in construction, consumer products, industrial and transportation markets and aftermarkets. To learn more, visit [www.ppg.com](http://www.ppg.com).

## ABOUT THE NHL

The National Hockey League (NHL®), founded in 1917, will celebrate its Centennial anniversary in 2017. The year-long celebration will pay tribute to 100 years of NHL hockey by honoring the past, commemorating the present, and celebrating its future. In 2017 the League will also celebrate 125 years of the most revered trophy in professional sports – the Stanley Cup®. Comprised of 30 Member Clubs, the NHL is represented by players from more than 20 countries across team rosters. Each year, the NHL entertains hundreds of millions of fans around the world. The League broadcasts games in more than 160 countries and territories through its rightsholders including NBC/NBCSN in the U.S., Sportsnet and TVA in Canada, and Viasat in the Nordic Region. The NHL reaches fans worldwide with games available online in every country including via its live and on-demand streaming service NHL.TV™. 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 an enhanced statistics platform powered by SAP, providing the definitive destination for hockey analytics. The NHL is committed to giving back to the community through programs including: Hockey is for Everyone™ which supports nonprofit youth hockey organizations across North America; Hockey Fights Cancer™ which raises money and awareness for hockey's most important fight; NHL Green™ which is committed to the pursuit of sustainable business practices; and a partnership with the You Can Play Project, which is committed to supporting the LGBT community and fighting homophobia in sports. For more information, visit [NHL.com](http://NHL.com).

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PPG Corporate Communications

Mark Silvey, +1-412-434-3046

[silvey@ppg.com](mailto:silvey@ppg.com)

[www.ppg.com](http://www.ppg.com)

or

NHL Corporate Communications

Nirva Milord, +1-212-789-2123

[nmilord@nhl.com](mailto:nmilord@nhl.com)

[www.NHL.com](http://www.NHL.com)

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