



MEDIA ALERT

FOR IMMEDIATE RELEASE

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NHL Names Brian Fox as Commemorative Artist

NHL to Auction Fox's Original 2010 Bridgestone NHL Winter Classic® Portrait Autographed by Team Players

December 10, 2009 – The National Hockey League (NHL) has inked a licensing agreement with sports-action portrait artist Brian Fox to create licensed artwork for the NHL®.

Fox was also commissioned by the NHL® to produce original artwork for the 2010 Bridgestone NHL Winter Classic® on January 1, featuring the Boston Bruins® and the Philadelphia Flyers®, live at Boston's Fenway Park. Fox's artwork will be featured on the cover of the limited edition game day program.

The painting will be auctioned on NHL Auctions™, on NHL.com. A portion of the proceeds will benefit Hockey Fights Cancer™, a joint charitable initiative founded in December 1998 by the National Hockey League and the National Hockey League Players' Association to raise money and awareness for national and organizations involved in cancer research.

Under the terms of the licensing agreement, original works of art developed by Fox, including the 2010 Bridgestone NHL Winter Classic® portrait, will be reproduced into limited edition prints and posters.

Details about the 2010 Bridgestone Winter Classic® original artwork unveiling and exhibition will soon be announced.

About Brian Fox

Brian Fox specializes in painting the world's greatest legends. His forte and passion centers around sports and music but his ability and experience extend far beyond that scope. Brian has painted some of the biggest icons of our time, including the late Jackie Robinson, Keith Richards, Michael Phelps, Johnny Depp, Ray Charles, and Mixed Martial Arts Champion Georges St-Pierre, to name just a few.

Brian's impeccable draftsmanship, attention to detail and uncanny ability to capture the "look" of his subjects keep his masters of art in high demand. Brian is prominently featured in numerous celebrity events and high-profile charity benefits, always promoting his altruism and passion for expressive, visual art. Brian has teamed up with numerous sports icons over the years to raise money for their favorite charitable organizations. Brian has partnered with Curt Schilling, Josh Becket, Major League Baseball Players Association, Rachel Robinson and others to raise substantial monies for their charities, including the ALS Association, Major League Baseball Players Trust, Josh Becket Foundation, Providence College and the Jackie Robinson Foundation. Brian Fox's artwork exhibits and sells throughout the United States. www.brianfoxstudios.com.



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