

Carving A Path For Success

Since 1990, Ian Pulver has played an instrumental role in devising and implementing the systems and rules that govern the life of a Player in the NHL. He will provide expert advice to his clients in their career planning by delivering intelligent recommendations that are suited for each particular Player.

The bedrock of Pulver Sports are the fundamental principles of:

- accessibility
- accountability
- communication
- information
- execution; and
- strategic planning

Ian Pulver will be readily accessible and accountable to his clients. He has the experience to communicate with the Players to ensure that the optimal strategic decisions are executed.

Ian has an intimate understanding and appreciation of the challenges and pressures that Players encounter on a daily basis and is well positioned to provide unique personal services that will be responsive to each Player's needs.

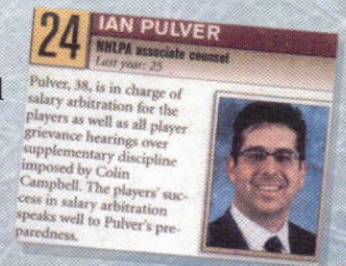
From the NHLPA to Representing Players

Ian Pulver graduated from the University of British Columbia, Faculty of Law in May of 1990. He was admitted to practice law in the province of Ontario in February 1992. Upon graduation from law school, Ian started to work for the National Hockey League Players' Association ("NHLPA"). Since that time, he has devoted his professional life to advancing the rights and benefits of the members of the NHLPA.

Ian has been recognized on several occasions by The Hockey News as one of the *People of Power and Influence* in the National Hockey League including being ranked in the top 25 three years in a row.

Currently, Ian is a guest lecturer at the University of Western Ontario Law School. He has appeared from time to time on TSN's *Off the Record* and was a guest on Sportsnet's 2006 NHL Trade Deadline Show. He recently authored an Entry Draft Primer which appeared on sportsnet.ca during the 2006 NHL Entry Draft in Vancouver.

Ian resides in Toronto with his wife and three children.



Pulver's past experience at the NHLPA (1990-2006) will enable him to effectively work on behalf of individual Player(s) to ensure that they make educated and informed decisions during every phase of their respective careers. He has experience in all the major facets of a Player's career including but not limited to:

Marketplace Valuation... developed and implemented marketplace programs during which the average league salary increased from \$271,000 to \$1,800,000.

CBA Design... acted as the NHLPA's main point person during the 2004 CBA negotiations in the design of the non-cap system provisions that govern a Player's career including but not limited to: the rules and procedures governing the Entry Draft; the Entry Level System; Group 2 Restricted Free Agency, including the offer sheet provisions and draft choice compensation scale; the Salary Arbitration system; the rules governing Unrestricted Free Agency; and the final levels of the NHL minimum salary.

Counselling and Advising... provided expert advice and recommendations to Players and Agents on individual contract negotiations including setting strategy with respect to Players signing Qualifying Offers; filing for Salary Arbitration; Group 2 Free Agency; and Unrestricted Free Agency.

Salary Arbitration... was primarily responsible for developing and implementing a Salary Arbitration program available to all different types of Players. Over time established legal precedents and marketplace benchmarks that are relied upon by Players of all types. Pulver will prepare and present salary arbitration cases on behalf of his client(s). Unlike other agent groups, his clients will not have to retain lawyers to prepare and present salary arbitration cases.

During his tenure at the NHLPA, Ian was responsible for overseeing hundreds of salary arbitration files. He played a role in the vast majority of cases and has a tremendous amount of expertise in working with and valuing all different types of Players.

Among many of his accomplishments over time was his involvement in preparation and presentation of the following cases including but not limited to:

Veliscek('93); Reichel('93); Bassen('93); Kravtchouk('95); McEachern('95); Nieuwendyk('96); Verbeek('95); Young('96); Campbell('98); Recchi('98); Turgeon('98); Klatt('98); Miller A.('99); Fiset('99); Rolston('99); Barnaby('99); York('99); O'Neil('00); Leclair('00); Bonk('00); Sloan('00); Guerin('01); Satan('01); Lang('01); Hulse('01); Redden('01); Kasparaitis('01); Smith J.('02); Scatchard('02); Arnott('02); Rolston('03); Poti('03); Kubina('04); Gonchar('04); Fedotenko('04); Aucoin('04); Salei('04); Gomez('04); Niedermayer('04); Witt('04); Thornton('04); Malone('06) and Gomez('06).

Representing Players... participated in the evaluation of the merits of every labour grievance or issue that was brought to the attention of the NHLPA since 1990. Ian was part of a legal team that successfully argued important precedent-setting cases that benefited all the Players including but not limited to:

Definition of Average League Salary('92); Calculation of Average League Salary('95); Formation of Comparable Exhibit('95); Minimum Compensation Guarantees('96); Playoff Bonus dispute('95); Iafrate-Injury Guarantee('96); Formation of Joint Exhibit('96); Rules governing Players ability to play in Europe-Nedved('98); Offer Sheet dispute Fedorov Carolina/Detroit('98); League Rules('98); Van Ryn: re UFA-College/Jr('00); Sakic/Blake/Turgeon(Signing Bonus payments during lockout) ('02); Wolanin-protection of injury guarantee in the Standard Player Contract('02); RTSS-Players ability to access League-kept statistics including hits and blocked shots('03).



"A Trusted Advisor"

As the founder of Pulver Sports, Ian spent 15 years at the NHLPA as a labour lawyer. In his role at the NHLPA, Ian provided insightful advice to Players throughout the League.

Paul Coffey, Hockey Hall of Fame.



"If I was starting my career today I would hire Ian, trustworthy and credible you can't go wrong – his background and experience is second to none. Ian provided invaluable advice to me throughout the years."

Larry Murphy, Hockey Hall of Fame.



"Ian Pulver was a trusted advisor. In the last 10 years of my career, I did not make a single contract decision without first discussing it with him."

Steve Larmer, Stanley Cup Champion, Canada Cup Champion, NHL Player from 1981/82 to 1994/95, played in 1006 NHL Games.



"Any Player who can get a chance to work with Ian should do so. I worked with Ian for 7 years at the NHLPA and can attest that no one worked harder for all the Players over the last 15 years than Ian. He spent a great deal of his time educating not only the Players, but their Agents as well, on the inner workings of the collective bargaining agreement."

Ken Baumgartner, NHL Player from 1988/89 to 1998/99, played in 696 NHL Games. NHLPA VP from 1994 to 1999, graduated from Harvard Business School in 2002.



"Ian looked out for all the Players - whether you were a 4th liner or all-star, Ian would go out of his way to support your cause. Having worked with Ian, I can tell you first hand that he knows the marketplace and the industry issues that Players face on a daily basis better than anyone."

Shawn McEachern, NHL Player from 1991/92 to 2005/06, played in 911 NHL Games.



"I was privileged to have Ian argue the rebuttal in my salary arbitration hearing, he was fantastic, now that Players must hire their own counsel Ian would be perfect in that role."

Marc Bergevin, NHL Player from 1984/85 to 2003/04, played in 1191 NHL Games.



"It was always amazing to see and hear how someone like Ian was able to tell exactly what the 690 Players in the union were supposed to be making, talking about being in touch with the NHL marketplace."

Bob Rouse, Two-time Stanley Cup Champion, NHL Player from 1984/85 to 1999/00, played 1061 NHL Games.



"Ian Pulver interacted with more Players during the last 15 years than anyone else in the industry, he knows how the Players think and what is needed to be successful in the NHL, I sought out Ian's advice on countless occasions."

Collective Bargaining Negotiations... participated in the negotiation and drafting of the 1992, 1994, and 2004 Collective Bargaining Agreements. He was the NHLPA's primary point person in administering and enforcing the CBA from 1992 to 2004. In addition, he educated the Players and Agents on the inner workings of the CBA, specifically, how the provisions would impact each individual Player.

Player Relations... was the NHLPA's primary contact person interacting with Players since 1991. Participated in the presentation and planning of NHLPA Fall Tour meetings wherein Players were provided a regular update on latest issues impacting the business, as well as the NHLPA's Annual Player and Agent Meetings.

Player Medical Issues... was the NHLPA's representative on the NHL/NHLPA Medical Panel, NHL/NHLPA Health and Safety Committee; assisted in the development and implementation of the NHLPA Second Opinion Medical Program and NHLPA Worker's Compensation Panel.

Hockey Issues... worked closely with both current and former Players (Mike Liut, Doug Wilson, Steve Larmer and Mike Gartner) on hockey issues and supplementary discipline.

Marketing/Endorsements

Pulver Sports will devise a marketing strategy unique to each client that will maximize all available opportunities for each client at the local, regional and national level.

Entry Draft

Pulver Sports will properly prepare each Player for the Entry Draft and all of its related programs including but not limited to NHL Fitness Testing Requirements and interviews with Clubs.

Financial Planning

Pulver Sports will work with each client to make sure that they have the optimal financial and estate plan in place.

Contact Information



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