



For Immediate Release:

CANLAN SIGNS EXCLUSIVE 5-YEAR MARKETING AGREEMENT WITH MOLSON COORS CANADA

Companies will collaborate to introduce new and exciting additions to the adult recreational hockey experience for players across the country

Burnaby, B.C., April 28, 2010 – Canlan Ice Sports Corp. (TSX: ICE), industry leading providers of on-ice experiences to youth and adults across North America, announced today that it has signed an exclusive five-year marketing agreement with Molson Coors Canada that combines sponsorship, branding and web-based promotional activities.

Under the unique arrangement, Molson Canadian has been named “The Official Beer of Canlan Ice Sports” and “The Official Beer of the Adult Safe Hockey Network.” Molson Canadian and other Molson Coors Canada products will be featured prominently at the Thirsty Penguin Grillhouse, the highly successful full service restaurant brand prominent at every Canlan Ice Sports facility. The companies will also jointly develop new marketing initiatives designed to increase the level of web-based interactions by members of the Adult Safe Hockey Network (ASHN), the premier online community of adult recreational hockey players with more than 70,000 members.

“Recreational adult hockey is growing across North America and players are looking for ways to stay connected with each other off the ice,” said Joey St-Aubin, President & CEO of Canlan Ice Sports Corp. “This exciting marketing partnership with Molson Coors Canada will enable us to bring exclusive promotional programs and new social networking capabilities to the ASHN that will extend the recreational hockey experience of our member players to new levels. We believe that this partnership will assist us in fulfilling our customer commitment, “*The Experience is Everything.*”

“The adult recreational hockey community is an ideal market for us,” said Roy Hryn, National Accounts, Molson Coors Canada. “Through our exclusive marketing agreement with Canlan, we will be able to reach this audience more effectively, develop our brand and engage in innovative promotional activities.”

Financial terms of the marketing and sponsorship agreement were not disclosed.

About Molson Coors Canada - Molson Coors Canada is the Canadian division of Molson Coors Brewing Company, a global brewer with operations in Canada, the U.S., United Kingdom and Asia. The Company proudly offers some of the most popular brands in Canada with an award-winning brand portfolio which includes Molson Canadian, Coors Light, Molson Export, Molson Dry and Rickard's. Molson also partners with other leading brewers to offer such global brands as Heineken, Corona, Miller Genuine Draft, and Foster's Lager. Molson Coors Canada employs 3,000 Canadians, operates six breweries, including the boutique brewery Creemore and invests in communities from coast-to-coast through its various charitable initiatives and sports and entertainment sponsorships. Molson Coors Canada is committed to promoting its products and events in a responsible manner.

About Canlan

Canlan Ice Sports Corp. is the North American leader in the development, operations and ownership of multi-purpose recreation and entertainment facilities. We are the largest private sector owner and operator of recreational ice sports facilities in North America and currently own and/or manage 22 facilities in Canada and the United States with 65 surfaces including ice rinks and indoor soccer fields.

Canlan Ice Sports Corp. is listed on the Toronto Stock Exchange under the symbol "ICE."

Caution concerning forward-looking statements

This document contains forward-looking statements, which may be identified by words like "expects", "anticipates", "plans", "intends", "indicates" or similar expressions. These statements are not a guarantee of future performance and are inherently subject to risks and uncertainties. The Company's actual results could differ materially from those currently anticipated due to a number of factors set forth in reports and other documents filed by the Company with Canadian securities regulatory authorities from time to time.

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