



HOCKEY HALL OF FAME UNVEILS ESSO GREAT HALL

TORONTO (March 9, 2012) -- Bill Hay, Chairman and CEO of the Hockey Hall of Fame (HHOF), along with Imperial Oil Limited executives and HHOF Honoured Members officially unveiled today the “**Esso Great Hall**”. As home to the Stanley Cup, all the major NHL trophies and recognition structures for individuals elected into Honoured Membership, the Hall’s “cathedral for the icons of hockey” has been closed to the public since January 1, 2012 for various improvements at a price tag of \$1.7-million.

The completion of the “Great Hall Renewal Project (2012)” coincides with the renewal of HHOF’s principal lease at Brookfield Place through the year 2032 and it is the final phase of a \$20-million capital replacement plan. “Our association with Imperial Oil started in 1991 and has resulted in a successful marketing relationship for over 20 years,” said Hay. “It’s because of the outstanding commitment and on-going support of Imperial Oil that we are able to enhance our most pristine asset and focal point of the guest experience with the revitalized Esso Great Hall.”

“Imperial Oil and the Esso brand are pleased to be celebrating the 75th anniversary of the company’s association with the game of hockey in Canada,” said Bruce March, Chairman, President and CEO of Imperial Oil. “Imperial’s proud support as a founding sponsor of the Hockey Hall of Fame and our sponsorship of the Esso Great Hall is a reflection of our dedication to the game. We sincerely hope the public will enjoy this fitting tribute to the great legends of hockey.”

Housed within the historic bank building at the corner of Yonge and Front Streets, the Esso Great Hall features the re-design and re-configuration of the interior exhibition space for improved sight lines and visitor circulation, new custom-built trophy showcases, enhanced multimedia content in both official languages and recognition displays to accommodate future Inductees over the next 15-20 years.

HHOF Honoured Members (with year inducted in brackets) on hand to assist in the unveiling of the Esso Great Hall: **Johnny Bower (1976); Yvan Cournoyer (1982); Harry Howell (1979), Bernie Parent (1984); Denis Potvin (1991) and Darryl Sittler (1989).**

About Imperial Oil Limited: Imperial Oil is one of Canada's largest corporations and a leading member of the country's petroleum industry. The company is a major producer of crude oil and natural gas, Canada's largest petroleum refiner, a key petrochemical producer and a leading marketer with coast-to-coast supply and retail service station networks.

About Hockey Hall of Fame: Established in 1943, the Hockey Hall of Fame's ("HHOF") mandate is to recognize and honour the achievements of individuals who bring special distinction to the game of hockey, and to collect, preserve, research and exhibit objects, images and resource materials connected with the game as it is played in Canada and throughout the world. As a non-profit corporation and a registered charity under the *Income Tax Act*, HHOF owns and operates a museum and place of entertainment offering state-of-the-art exhibits, multimedia presentations and educational programming from its premises at Brookfield Place, Toronto, Canada.

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