

GARY B. BETTMAN

Commissioner, National Hockey League

Gary Bettman has served the National Hockey League as Commissioner since February 1, 1993, and has guided the world's top professional hockey league through more than two decades of growth and advancement on and off the ice. Record revenues, record attendance and a wide variety of fan-friendly initiatives are just a few trademarks of Commissioner Bettman's tenure, which has brought the NHL to a broader audience, through more media platforms, than any time in League history.

By negotiating a long-term Collective Bargaining Agreement with the National Hockey League Players' Association and long-term, multi-billion-dollar national broadcast rights agreements in the United States (NBC Sports Group) and Canada (Rogers Communications), Commissioner Bettman has fostered unprecedented economic stability for the League's 30 teams. Between 1993 and 2014, League revenues increased nearly tenfold. On the ice, the NHL's competitive balance may be unrivaled in professional sports: Through the implementation of rules designed to accentuate the speed, skill and creativity of the players, every Club has qualified for the playoffs at least once over the past nine seasons and a different team has earned the most cherished and historic trophy in professional sports – the Stanley Cup – in each of the past 15 campaigns.

The combination of competitive balance, exciting play and a calendar of innovative signature events – including iconic outdoor games (the Winter Classic, the Stadium Series and the Heritage Classic) – has helped drive fan engagement and sponsor participation to unprecedented levels. These achievements were recognized with three Sports Business Awards accorded by the Sports Business Journal and Sports Business Daily in 2014, with Commissioner Bettman being named Sports Executive of the Year; the NHL being named Sports League of the Year, and the 2014 Bridgestone NHL Winter Classic – which attracted a crowd of over 105,000 to the University of Michigan's "Big House" stadium on New Year's Day – being named Sports Event of the Year.

Advancements in the game under Commissioner Bettman have included the implementation of four-on-four overtime and the 'shootout,' which eliminate tied games during the regular season. The League's implementation of the two-referee system revolutionized hockey officiating around the world. Other innovations include advancements in the area of video review (since replicated by the National Football League, Major League Baseball and the National Basketball Association), emergency on-ice trauma care and elevation in the study of injuries – concussions, in particular. The NHL was the first pro sports league to mandate neuropsychological baseline testing to help determine return-to-play guidelines for players who have suffered concussions. The League also developed a protocol that requires immediate screening, away from the ice, for any player suspected of having suffered a concussion.

In addition, Commissioner Bettman created the first Department of Player Safety in pro sports history. The Department is entrusted with the continued consideration of changes to rules and equipment that will make the game safer for the players. The NHL also was the first sports League to explain player supplementary discipline rulings in videos available to the teams, fans and media through the League's digital outlets – a cutting-edge advancement that has been hailed throughout the sports world.

Commissioner Bettman also has focused attention on the League's international makeup and appeal. NHL players have stocked the rosters at each of the past five Olympic Winter Games, beginning in 1998 at Nagano, Japan. As a further testament to the League's international appeal, NHL games are televised in more than 160 countries and covered on NHL.com in seven languages – Czech, Finnish, French, German, Russian, Slovak and Swedish – in addition to English.

In keeping with the Commissioner's commitment to serving fans, the NHL Network provides viewers in the U.S. and Canada with original programming from the League's signature events as well as "NHL Live," a daily, two-hour NHL talk/interview show, and "NHL Tonight," which provides game highlights and analysis every night of the season.

Charitable undertakings, as well as a focus on community service and diversity, also have been at the forefront of Commissioner Bettman's tenure. Hockey Fights Cancer has raised millions in support of cancer research and awareness. Mr. Bettman also prioritized grass-roots initiatives that bring hockey to youngsters. These programs include "Hockey is for Everyone," a part of the NHL Foundation, the NHL's charitable and community relations organization and a major component of the League's youth hockey programming. In furtherance of the "Hockey Is For Everyone" initiative, the NHL joined the Thurgood Marshall College Fund to fund a full four-year college scholarship for outstanding scholar-athletes from its inner-city hockey programs for at-risk youth.

In addition, the NHL in 2013 signed an historic partnership agreement with the "You Can Play Project" which is dedicated to ensuring equality, respect and safety for all athletes, without regard to sexual orientation. In 2014, the League received the International Role Model Award from the Equality Forum, a non-profit organization, the mission of which is to advance national and international lesbian, gay, bisexual and transgender civil rights through education.

NHL Green, another of Commissioner Bettman's initiatives, has worked extensively to support environmental causes and received the prestigious 2011 Sport for the Environment Award from the global Beyond Sport organization. The League was celebrated for the establishment and success of the NHL Food Recovery Program, which recovers prepared but untouched food from all 30 NHL facilities, providing hundreds of thousands of meals to local shelters across North America while

diverting hundreds of tons of food waste from landfill. NHL Green also was named winner of the 2013 Communitas Award for Leadership in Ethical and Environmental Responsibility. NHL Green also released the 2014 NHL Environmental Sustainability Report – the first of its kind by a major professional sports League – which highlights the numerous programs, benchmarks, and successes that have increased the overall sustainability of the League. In 2014, the Green Sports Alliance, a non-profit organization with a mission to help sports teams, venues and Leagues enhance their environmental performance, honored the NHL with its Environmental Leadership Award.

Before joining the NHL, Commissioner Bettman served 12 years with the National Basketball Association, attaining the position of Senior Vice President & General Counsel. Prior to that, he was associated with the law firm of Proskauer Rose Goetz & Mendelsohn.

A native of Queens, NY, Commissioner Bettman graduated from Cornell University and the New York University School of Law. He and his wife, Shelli, have three children -- Lauren, Jordan, and Brittany. They also have two grandchildren. Lauren and her husband, Brian Gershengorn, have a son, Matthew, and a daughter, Zoey. Jordan is married to the former Lauren Denenberg.

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