



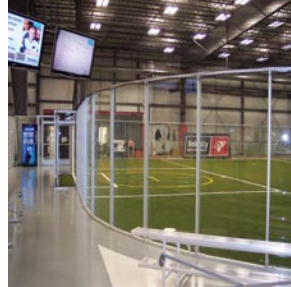
**BORDER PATROL**  
RINK SYSTEMS



**CRYSTAPLEX**



**GAMEPLEX**



**Infinity Series**



**Pro Series**

Printed 04/09



**Sport Systems Unlimited Corp.**, 685 Rupert Street, Waterloo, Ontario, Canada N2V 1N7  
Toll free (North America): 1-877-778-5911 Phone: (519) 747-1856 Fax: (519) 747-3659  
E-mail: [info@sportssystemscorp.com](mailto:info@sportssystemscorp.com) [www.sportssystemscorp.com](http://www.sportssystemscorp.com)  
**Athletica Arena Services**, Suite 600 - 15300, 25th Ave. N., Minneapolis, MN, USA, 55447  
Toll free: 1-800-809-7465 Fax: (763) 249-7475

Beginning in 2009 and continuing on a permanent basis, we are excited to announce the introduction of the Sport Systems Unlimited Customer Council. This council will be comprised of past, present and future customers and will be brought together for the purpose of gathering their advice, guidance, feedback and assistance in bringing new, innovative and better products to market. Do you want in? Would you like to be part of an industry first? If you want to contribute and participate as a member of the Sport Systems Unlimited Customer Council, please contact David Staines, Director of Sales & Marketing at 1.877.778.5911, ext 33 or by email at [Dstaines@SportSystemsCorp.com](mailto:Dstaines@SportSystemsCorp.com).

**Calling all Customers**

**Excellence** is the gradual result of always striving to do **better**. Pat Riley

The principle is about competing against yourself. It's about being **better** than you were the day before. Steve Young

**C H A N G E + T E A M W O R K = E X C E L L E N C E**

The **quality** of a person's life is in direct proportion to their **commitment** to **excellence**. Vince Lombardi

There is nothing **permanent** except **change**. Heraclitus



## Message from the CEO

Effective immediately all operations of the two companies known as Sport Systems Unlimited Corp., and Premier Rinks Inc. (dba Athletica) have been merged.



It is our intention – our promise - with this merger, to better serve the customers of both companies by dovetailing our deep-rooted expertise in product design and innovation, our experienced operations and installation teams, and our network of highly-skilled professional sales people.

It is our sincere conviction that by combining our strengths, we are presenting our customers with an enhanced offering of products and services that makes us the clear supplier of choice for rink and arena services and equipment.

We will continue to serve customers under the Athletica name in the United States, and under the Sport Systems Unlimited name in Canada.

The new merged company will have both American and Canadian ownership, and will have offices in the United States and in Canada.

The Minneapolis office will house the Athletica sales and administrative support staff, as well as a distribution warehouse that will maintain stock of Arena Services inventory to service your on-site needs.

Project Management, Operations, Installations, R&D, Finance, Sales & Marketing and Customer Service will be coordinated and managed from the Sport Systems Unlimited office in Waterloo.

Sales representatives will continue to work throughout North America and internationally in the territories they covered prior to the merger. For the sales representative in your area, please contact Sport Systems Unlimited at 1.877.778.5911, or by e-mail at [info@SportSystemsCorp.com](mailto:info@SportSystemsCorp.com).

As we look ahead from this exciting new beginning to a vast and promising future, I welcome you on behalf of all the people at Sport Systems Unlimited, to join us as we continue every day to “strive for excellence”!

Adam Pender  
CEO, Sport Systems Unlimited

## Customers First

Our customers are the Athletic Directors and Coaches at high schools and universities; they are the operators of NHL teams and facilities; they are the facility managers and owners of community arenas, rinks, athletic facilities and soccer centres throughout North America and around the world. We know them, we appreciate their needs and we continually listen to their concerns. We are poised and ready to provide an unparalleled suite of innovative dasher board products and arena services to meet their needs.

## Choice of Product

For each of our customers, we have a tried and true product for the particular application. The world-renown **Crystaplex™** Conversion-Friendly 6A Seamless glass hockey board system, tested and approved for use by the National Hockey League, and perfectly suited to high-changeover, multi-use arenas. The **Pro Series™** hockey board systems, built for timeless durability and virtually maintenance-free service for the lifetime of your community arena. The **Infinity Series™** SoccerBoard system, the ultimate boards designed specifically for indoor soccer, lacrosse, and MAC applications. **GamePlex™** and **Border Patrol®** Portable systems for indoor or outdoor rinks working on tighter budgets.

## Experience

The founder of Sport Systems Unlimited, Trevor Brodie, remains the President of the company as he has been since its inception in 1996. Trevor spends more than half of each year on the road, supervising installations around North America. The Board of Directors and Senior Management of Sport Systems Unlimited have a combined total of more than a century in direct experience in the sports facilities business.



## Your Peace of Mind

At Sport Systems Unlimited we take our job as provider of arena boards very seriously, and we back our products with experienced project managers, highly skilled and specialized installation crews, the strongest warranty in the business, and after-installation service and care that is the envy of our competition.