

Press Release

2010 IIHF WORLD CHAMPIONSHIP – Media Service | Betzenweg 34 | D-81247 Munich | Phone +49 89 818218 | Fax +49 89 818219
Mail media@iihfworlds2010.com | www.iihfworlds2010.com | Editing and Content Responsibility Henner Ziegfeld



2010 IIHF Worlds Opening Game: over 60,000 Tickets sold within one Week

Currently only some remaining Tickets available

A good week after the start of ticket sales, practically all of those 60,000 tickets made available for the pre-event sales phase 1, are gone. A sold-out stadium (75,976 places) and the spectator world record for Ice Hockey games are clearly coming into reach.

Few Remaining Tickets

Some few remaining tickets for the opening game are currently still available within packages in combination with other World Championship games as well as within hospitality packages including top seats and catering.

Waiting for Phase 2

"Now we have to wait for who Germany will actually play in the opening game, because we have to reserve a contingent of tickets for the respective country. We will then see, how many tickets will be needed by them", explains Franz Reindl, General Secretary of the Organizing Committee and raises the hopes of the German fans: "It may well be, that some of those tickets will also go back into sale in Germany with the start of our second pre-event sales phase."

Germany will meet a top 5 team of the IIHF world ranking in the opening game, which means currently either Russia, Canada, Sweden, Finland or the Czech Republic. The opening game opponent as well as the allocation of all teams to their groups and locations will be known by May 2009. This will also initiate the second pre-event sales phase with an enhanced offer of different ticket types to be launched.

Over 5,000 tickets out of some 300 sold ticket packages for the games in Cologne and Mannheim are already gone. "Also this", says Franz Reindl, "makes us very happy, because the fact that so many people secure themselves ticket packages already far more than a year before the start without even knowing the game plan, indicates an enormous interest in the World Championship in Germany." Different types of package tickets continue to be available for both Cologne and Mannheim.

Tickets and further information on currently available offers are to be found under:

- Internet: www.iihfworlds2010.com
- Ticket-Hotline +49 621 18 19 0 333 (usual fees for calls into German landline network)
- On-site Ticket Shops of LANXESS Arena (Cologne), SAP ARENA (Mannheim) and VELTINS-Arena (Gelsenkirchen)

The 2010 IIHF World Championship takes place between May 7 and May 23, 2010 in the LANXESS Arena in Cologne, the SAP Arena in Mannheim and the VELTINS-Arena in Gelsenkirchen. The Organizing Committee headed by President Uwe Harnos and General Secretary Franz Reindl, is awaiting 500.000 spectators at 56 World Championship games of the world's 16 best Ice Hockey nations. App. 1.000 accredited journalists as well as around 190 involved TV stations will broadcast from Germany into more than 100 countries. Some 800 million viewers worldwide will follow the 2010 IIHF World Championship on TV.

Munich, February 12, 2009