



**For Immediate Release**

**CANLAN APPOINTS PAUL DILLON VICE PRESIDENT OF SALES,  
MARKETING AND SERVICE  
- Will be responsible for maximizing revenue opportunities -**

Burnaby, B.C., February 2, 2010 – Canlan Ice Sports Corp. (TSX: ICE), providers of the on-ice experience to youth and adults across North America, today announced the appointment of Paul Dillon to the newly created position of Vice President of Sales, Marketing and Service. Mr. Dillon, who has 20 years of sales and marketing experience, will be responsible for maximizing Canlan's revenue opportunities from all of its product and service lines. In addition, Mr. Dillon will work very closely with all Corporate Department Directors and facility management personnel to prioritize the sales and marketing process as well as new product development, ensuring high productivity in the area of revenue generation. Mr. Dillon will also oversee Canlan's overall marketing, including brand and service strategy, to further solidify the Company's service promise.

"Paul brings a unique customer focus that will help to drive increased utilization of our facilities, enabling us to realize the key growth objective that we have set for 2010," said Joey St-Aubin, President and CEO of Canlan Ice Sports. "We look forward to Paul's contributions in support of Canlan's ongoing development as a high performance sales and marketing organization."

Mr. Dillon will be based in Canlan's Eastern Corporate office in Toronto, and will report to Duke Dickson, Canlan's Senior Vice President of Corporate Development.

Prior to joining Canlan, Mr. Dillon served in progressively responsible sales and marketing roles with Ricoh Business Systems, Kodak Canada, Greyhound Canada and TransGlobe Property Management Services.

**About Canlan**

Canlan Ice Sports Corp. is the largest private sector operator of recreational ice facilities in North America with 65 playing surfaces at 22 facilities in Canada and the United States. Through the ASHL, Canlan operates the largest adult recreational hockey league in North America with more than 55,000 players and offers a variety of other programs including youth leagues, hockey and figure skating schools and tournaments.

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.

**For more information:**

Canlan Ice Sports Corp.  
Michael F. Gellard  
Senior Vice President & CFO  
604 736 9152

The Equicom Group  
Joe Racanelli  
416 815 0700 ext. 243  
[jracanelli@equicomgroup.com](mailto:jracanelli@equicomgroup.com)