

**FOR IMMEDIATE RELEASE**

**Mitsubishi Electric Sales Canada Heating & Cooling Division Forms Multi-Year Deal with Club de Hockey Canadien, Inc., owner of the Montreal Canadiens.**

**TORONTO – May 27, 2019** – [Mitsubishi Electric Sales Canada Heating & Cooling Division](#) announced a three-year deal with Club de Hockey Canadien, Inc., making the division the Official HVAC Partner of the Montreal Canadiens. The partnership will run from September 1, 2019 through August 31, 2022, debuting at the start of the 2019/2020 hockey season with significant presence during games at the Bell Centre in Montreal.

Eastern Canada is a large market for ductless and variable refrigerant flow (VRF) heating and cooling technology. Mitsubishi Electric Sales Canada will look to increase brand awareness and reach new audiences while reinforcing existing customer loyalty within this region. *“We are very excited about this partnership and believe that it will help further our objectives with respect to increasing brand awareness and customer loyalty in the region. This sponsorship will also facilitate opportunities to create and strengthen relationships with both customers and entire communities,”* said Dermot McMorrow Vice President and General Manager of Mitsubishi Electric Sales Canada Heating and Cooling.

*“Mitsubishi Electric Sales Canada Heating & Cooling has been providing heating and cooling solutions to the Quebec market for over 30 years. Electrification is a big initiative in Quebec and we are impressed with their commitment to achieve this objective and look forward to working with them in this multi-year partnership,”* said Paul Wilson Senior Vice President, Public Affairs and Communications, Club de Hockey Canadien Inc.

**Mitsubishi Electric Sales Canada, Inc.**

Mitsubishi Electric Sales Canada, Inc., established in 1979 as a subsidiary of Mitsubishi Electric Corporation of Japan, markets commercial, industrial and consumer electronics products. Some of these products include [heating and cooling systems](#); [energy recovery and fresh air ventilators](#); and [Jet Towel](#) high-speed hand dryers. For more information visit [MitsubishiElectric.ca/](http://MitsubishiElectric.ca/).

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**About the Montreal Canadiens Hockey Club**

Founded in 1909, the Montreal Canadiens Hockey Club is the oldest professional hockey team in the world and one of the four founding members of the National Hockey League. Throughout its 110-year history, the club won a league-leading 24 Stanley Cups, including a record five consecutive titles from 1956 to 1960, and featured legendary players such as Howie Morenz, Maurice Richard, Jean Béliveau and Guy Lafleur whose achievements became part of the province’s history and culture. As many as 57 members of the organization,



including 46 players, were inducted into the Hockey Hall of Fame. Over 900 players have donned a Canadiens jersey and proudly represented the club in the community, earning a large number of individual honours and collective awards. A symbol for hockey fans across the country for over a century, the Montreal Canadiens are a cultural heritage for all Quebecois

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