



CDW Canada to Help Enhance the Fan Experience With Maple Leaf Sports & Entertainment Partnership

*IT Solutions Provider an Official Partner of Toronto Maple Leafs, Toronto Raptors
and Scotiabank Arena*

Toronto, ON – March 19, 2019 – [CDW Canada](#), a leading provider of technology solutions for Canadian organizations in the public and private sectors, has entered into a multi-year partnership with Maple Leaf Sports & Entertainment (MLSE) to become an official partner of the Toronto Maple Leafs and the Toronto Raptors, as well as an official partner of Scotiabank Arena.

This valuable partnership deepens a relationship between CDW Canada and MLSE that began in 2010. It will leverage CDW Canada's established partner affiliations and expertise to enhance the fan experience at Scotiabank Arena through technology solutions such as networking and Wi-Fi connectivity, digital signage and more.

"Technology plays an essential role in transforming the fan experience, from welcoming fans to the arena, to ensuring the best overall experience at the game," says J.D. Hupp, Vice President and General Manager of CDW Canada. "We're excited to partner with MLSE and look forward to continue to proudly cheer on the Maple Leafs and Raptors on their quest for championships."

"We are constantly looking for ways to work with our partners to enhance our fans' experience from when they enter the building and throughout the game," says Jeff Deline, Chief Revenue Officer, MLSE. "CDW's technology expertise will help us create solutions and opportunities together that resonate with our fans."

The partnership between the organizations includes in-market advertising and promotions, showcasing CDW Canada to local fans in Toronto and to national TV audiences, with arena and broadcast signage visible at Maple Leafs and Raptors home games.

About CDW Canada

CDW Canada is a leading provider of technology solutions for business, government, education and healthcare. Ranked the No. 1 solution provider in Canada on the Computer Dealer News Top 100 Solution Providers list, CDW Canada helps customers achieve their goals by delivering integrated technology solutions and services that help customers navigate an increasingly complex IT market and maximize the return on their technology investment. Areas of focus include software, networking, unified communications, data centre and mobility solutions. CDW Canada is listed on the Financial Post 500 list and is a wholly owned subsidiary of Vernon Hills,

Illinois-based CDW Corporation, a Fortune 500 company. For more information, visit www.cdw.ca.

-30-

For more information please contact:

Cindy Watson / Mike Martin

StrategicAmpersand Inc. (for CDW Canada)

cindy@stratamp.com

mike@stratamp.com