

WHY SEATTLE SHOULD BE CONSIDERED AN NHL EXPANSION MARKET

- The Seattle television market (ranked 14th) is larger than 35% (9) of U.S. NHL markets, including:
 - Buffalo
 - Minneapolis/St. Paul
 - St. Louis
 - Pittsburgh
 - Charlotte
 - Denver
 - Miami
 - Nashville
 - Columbus
- Seattle is ranked similarly to Phoenix, Detroit and Tampa Bay.
- Seattle is only 141 miles from Vancouver, a 100%-sold out NHL market.
- The Western Canadian Hockey League has four teams in Washington state: Seattle, Everett, Tri-Cities and Spokane.
- Seattle has a good pro-hockey history. On March 26, 1917, the Seattle Metropolitans hockey team won the Stanley Cup, making them the first non-Canadian team to win the cup since it was established.
- Seattle has a better corporate marketing base than 50% of the total NHL markets.
- A Seattle NHL franchise will balance out the West Conference.

U.S. MARKETS WITH NBA AND NHL TEAMS

Market	Television Market Rank
New York	1
Los Angeles	2
Chicago	3
Philadelphia	4
Dallas	5
San Francisco/San Jose	6
Boston	7
Atlanta	8
Washington D.C.	9
Detroit	11
Phoenix	12
Minneapolis	15
Miami	16
Denver	18
Charlotte	25

Four NBA/NHL combo markets are smaller television markets than Seattle.