



FOR IMMEDIATE RELEASE
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SAN JOSE SHARKS WELCOME FRANKLIN GROUP AS TEAM'S NEWEST CORPORATE PARTNER

SAN JOSE SHARKS 2017 – '18 PROMOTIONS SCHEDULE ANNOUNCED

2017 – '18 PROMOTIONAL GIVEAWAY SCHEDULE TO INCLUDE JOE PAVELSKI AND BRENT BURNS
BOBBLEHEADS, A LOS TIBURONES JERSEY, AND A SHARKS LUNAR NEW YEAR T-SHIRT

SAN JOSE – June 22, 2017 – The San Jose Sharks (@SanJoseSharks) announced today that the team has reached agreement with the Franklin Group to become the official promotional partner of the San Jose Sharks. The Franklin Group, a New York-based company with operations nation-wide providing integrated marketing solutions to a diverse group of industries and organizations including the Brooklyn Nets, Philadelphia 76ers, Learfield, and Monumental Sports & Entertainment, becomes the latest addition to the San Jose Sharks family of corporate partners for the 2017-'18 NHL season.

Additionally, the Sharks announced its initial promotional giveaway schedule for the 2017-'18 NHL season. The initial schedule of giveaways includes a newly-designed 2017-'18 **Los Tiburones Jersey** created by local Latin artist Jesse Hernandez on October 14 vs. the New York Islanders, a **Joe Pavelski Bobblehead** on November 4 vs. the Anaheim Ducks, a **Sharks-themed Star Wars Mini Poster** giveaway on December 9 vs. the Ottawa Senators, a **Sharks Lunar New Year T-shirt** on February 18 vs. the Dallas Stars, and a **Brent Burns Bobblehead** giveaway on Fan Appreciation night April 7 vs. the Minnesota Wild. Additional dates and promotional giveaways will be added and announced at a later date.

"The Sharks are pleased to welcome the Franklin Group to the Sharks family of corporate partners," said John Tortora, Chief Operating Officer of Sharks Sports & Entertainment. "The Sharks have received tremendous attention and recognition for the creativity and uniqueness of recent giveaway items. Notably, the trio of jerseys we gave away last season which included the original Los Tiburones jersey as well as the San Francisco Giants and Golden State Warriors mash-up jerseys were very well received by our fans. And the Brent Burns Grill received national and international media attention. We look forward to working with the Franklin Group on the development of more unique items that fans will enjoy."

"Franklin Group is excited to add the San Jose Sharks as one of our Premier Partners," said Steven Zuller, CEO of Franklin Group. "With the growth of our business and the growth of the San Jose Sharks, this partnership makes sense. We are on the cutting edge in the promotional products market and we look

forward to bringing innovative ideas to the San Jose market. We are happy to add them to our expanding portfolio of elite sports teams and look forward to a great long-term partnership."

The graphic features a black Sharks jersey with the team logo on the front. To the right is a schedule of promotional events for the 2017-18 season, each with a date, opponent logo, and event name. At the bottom, it includes the hashtag #SHARKSFORLIFE and social media icons for Facebook, Twitter, Instagram, Snapchat, and YouTube.

| Date | Event |
|--------|---|
| OCT 4 | OPENING NIGHT PRE-GAME STREET RALLY |
| OCT 14 | HISPANIC HERITAGE NIGHT LOS TIBURONES JERSEY GIVEAWAY |
| NOV 4 | JOE PAVELSKI BOBBLEHEAD GIVEAWAY |
| DEC 9 | STAR WARS NIGHT MINI POSTER GIVEAWAY |
| FEB 18 | LUNAR NEW YEAR NIGHT SHARKS LUNAR NEW YEAR T-SHIRT |
| APR 7 | FAN APPRECIATION NIGHT BRENT BURNS BOBBLEHEAD |

ALL FANS IN ATTENDANCE WILL RECEIVE THE GAMEDAY GIVEAWAY

#SHARKSFORLIFE

Individual game tickets to San Jose Sharks games for the 2017-'18 season are not yet on-sale to the public. However, tickets to these announced promotional giveaway nights can be purchased NOW as part of a Sharks365 membership or half-season plan. To learn more about Sharks365 memberships and half-season plans, please call the Sharks Ticket Sales & Service Office at (408) 999-5757 or visit sjsharks.com/tickets.

About the Franklin Group

For more than 25 years, the Franklin Group has served a diverse group of industries, organizations, and commercial entities to provide clients with creative, strategic solutions to meet their needs. As trusted partners to teams in the NBA, NHL, MLS, WNBA, NFL, MILB, AFL, and NEC, NCAA it is our mission to turn fan passion into brand response. Utilizing state-of-the-art digital technology as well as innovative creative solutions, we partner with teams and companies to develop distinct marketing strategies and premium collateral for all of their hospitality, printing, and promotional needs. For more information please visit us at www.franklingroupusa.com or contact us at sales@franklingroupusa.com.

About the San Jose Sharks

The San Jose Sharks are a professional ice hockey team in the National Hockey League (NHL). As members of the NHL's Pacific Division, the team plays its home games at SAP Center at San Jose. The Sharks were founded as an expansion team in 1991 and made their NHL debut in the 1991-92 season. To date, the Sharks have won six Pacific Division titles and advanced to the Stanley Cup Playoffs in 19 of their first 25 seasons, including 12 of the last 13 seasons. The Sharks have made four Conference Final appearances in the last 13 seasons and advanced to the Stanley Cup Final in 2016.

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