



Dear Coyotes Fan,

Over the past few weeks, the Coyotes have been in the news frequently – for reasons that have more to do with business than with hockey. A lot of commentary has been offered and far too much of it has not been accurate or complete, so I appreciate the opportunity to clarify any confusion and to tell you, first and foremost, that the National Hockey League is committed to the Phoenix Coyotes.

We believe the Coyotes belong in Glendale, playing their games at Jobing.com Arena – one of the premier facilities in the NHL and one of the truly outstanding entertainment venues anywhere. We believe that the Coyotes can be successful in Glendale, under the proper circumstances, and we are committed to having those circumstances realized.

We are confident in the future of the Coyotes. Just as we know the Coyotes need help, and we are committed to providing it, we need your help, as well. Hockey is the consummate team sport and ensuring the Coyotes' long-term future here will require a total team effort.

The Coyotes want to play for you. They want to sacrifice and win for you. They treasure their connection to you. The team will do everything it can to make the Stanley Cup playoffs and to bring back "The White Out," one of the truly great playoff traditions.

The team feeds on your cheers. It thrives when Jobing.com Arena is full of howling Coyotes fans. The Coyotes are Arizona's hockey team, a team looking forward to a fresh start. As you are a stakeholder in their success, and your support of the team is essential, I want to remind you, your co-workers and your friends that affordable ticket packages and season tickets are available for the 2009-10 season.

Phoenix hockey has a good story to tell. There are grass-roots programs that are starting to produce elite-level talent. The Coyotes Booster Club is passionate and devoted. The Coyotes' staff works hard to make every game night a fun, worthwhile, value-rich family experience. The players are active in community causes. And the team is being built the right way – through the Entry Draft and player development.

Through maximum devotion to our shared objective, hockey's future can be bright in the Valley of the Sun. We are counting on your support as you are counting on ours. Thank you.

Sincerely,

A handwritten signature in black ink that reads "Gary Bettman".

Gary Bettman
Commissioner
National Hockey League