



TSN and Everest Announce the Everest Curling Challenge, a New World-Class Curling Event in August, 2017

Unique, mixed format features 32 of the world's top curlers as they compete for a total cash prize of \$200,000

World champion teams of Canada's Brad Gushue and Rachel Homan are first to be revealed, with additional teams participating to be announced

FOR IMMEDIATE RELEASE. Monday April 24, 2017. Toronto, ON – Everest Funeral Concierge and TSN today announced the creation of the Everest Curling Challenge, a new, world-class curling event taking place in Fredericton, NB, this August. Airing across Canada on TSN and streaming live in the U.S. on ESPN3, the event will bring together 32 of the world's top women's and men's curlers, with the world champion teams of Canada's Brad Gushue and Rachel Homan the first to be revealed. Additional teams participating in this one-of-a-kind, winner-takes-all curling challenge featuring a total cash prize of \$200,000 will be announced in the coming months.

"Everest is tremendously excited to partner with TSN and launch this new curling event that will see the world's top curlers go head to head in the lead up to the Olympics," says Mark Duffey, CEO and President, Everest. "Curling represents the best of this country's values – community, fellowship and accessibility. As an advocate for families and an innovator in our industry, Everest was built on those same values. We're proud and humbled to support the growth of this great sport."

"TSN is thrilled to partner with Everest on this new, marquee curling event," said Mark Milliere, Senior Vice-President and General Manager, TSN. "With an exciting mixed format and a major grand prize, we're looking forward to showcasing the biggest names in the sport as they compete in this new event."

Everest has been a proud supporter of curling since 2015 and is a sponsor of the Everest Canadian Seniors Curling Championships and the Everest-Ferbey National Pro Am.

The event format and team rosters for the Everest Curling Challenge will be announced in the coming months. Follow @EverestCurling and visit www.EverestCurlingChallenge.com for more information. Watch a video [here](#) to learn more about Everest.

About Everest



Everest is the first nationwide funeral concierge service. An independent consumer advocate, Everest was launched in Canada in 2001 with the goal of creating a continent wide service to help streamline and simplify the process for grieving families. Its sole purpose is to provide information to consumers when they need to make informed choices about funeral-related issues. Serving as an impartial advocate, Everest is not a funeral home, nor does it sell funeral goods or services and does not receive commissions from funeral homes or other providers in the funeral industry. Today, Everest services are available to more than 25 million people in Canada and the United States. Visit www.Everestfuneral.com for more information.

About TSN

TSN is Canada's Sports Leader and #1 specialty network. With a broad portfolio of multimedia sports assets, Champions Live Here as TSN delivers world-class content across its industry-leading platforms including five national television feeds, TSN.ca, TSN GO, and TSN Radio stations across the country. With more championship events than any broadcaster in the country, TSN's deep and diverse roster of live sports programming includes the Grey Cup, IIHF World Junior Championship, Hockey Canada events, CFL, NFL, NBA, MLS, Toronto Maple Leafs, Ottawa Senators, Winnipeg Jets, Season of Champions Curling, FIFA World Cup, UEFA Champions League and UEFA Europa League, Premier League, MLB, Golf's Majors, NASCAR, F1, Grand Slam Tennis, UFC, NCAA March Madness, and Skate Canada and Rugby Canada events. TSN is a division of Bell Media, which is part of BCE Inc. (TSX, NYSE: BCE), Canada's largest communications company.

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