

## TREVOR GEORGIE NAMED PRESIDENT & CEO OF JSM SPORTS ENTERTAINMENT

JSM Sports Entertainment Inc. (“JSMSE”) and the Saint John Sea Dogs announced today the appointment of Trevor Georgie as President and Chief Executive Officer of JSMSE.



JSMSE is an investment and holding company focused on owning, operating, and investing in the sports and entertainment sector. JSMSE is the parent company of Saint John Major Junior Hockey Club Ltd., owner of the Saint John Sea Dogs hockey team. Under Mr. Georgie’s leadership, JSMSE intends to grow its sports and entertainment portfolio, both regionally and throughout North America.

“I am thrilled to promote Trevor to this new leadership role,” said Scott McCain, JSMSE’s Chairman of the Board. “He has earned this opportunity in every respect, and I’m excited to see him take this next step in his career. It is my goal to expand JSMSE within the sports and entertainment sector, and I look forward to pursuing this together with Trevor.”

In his new role, Mr. Georgie will continue as President of the Saint John Sea Dogs, providing leadership and strategic direction to both business and hockey operations. The Saint John Sea Dogs plans to announce its new General Manager in the coming days.

“I want to thank Scott for his leadership and trust, and for giving me this exciting opportunity,” said Mr. Georgie. “I also want to thank my team at the Sea Dogs for all their contributions and hard work. I look forward to growing JSMSE coast to coast, while staying grounded in our East Coast values.”

Mr. Georgie joined the Saint John Sea Dogs in 2016 and was the longest serving General Manager in franchise history. Under his leadership, the team won a 2017 President Cup and hosted and won the 2022 Memorial Cup.

Since 2016, the Saint John Sea Dogs has launched the Sea Dogs Hall of Fame, secured a global naming rights partner, invested significantly in entertainment and live music, and helped complete a number of important capital projects, including an outdoor ball hockey facility. The organization has taken an active role in helping shift hockey culture by promoting inclusivity and accessibility in the sport. As well, the team was the first Quebec Major Junior Hockey League team to partner with the You Can Play Project, the first Canadian Hockey League team to host a One for All Speaker Series at the Memorial Cup, and the first team to host a One for All Festival.

**About JSM Sports Entertainment Inc.**

*JSM Sports Entertainment Inc. is a private investment and holding company focused on owning, operating, and investing in the sports and entertainment sector.*

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