



BRP AND CHL LAUNCH SWEEPSTAKES FOR ULTIMATE MASTERCARD MEMORIAL CUP FAN EXPERIENCE

February 15, 2016

- Grand prize is a trip for four to attend the 2016 MasterCard Memorial Cup final weekend including game tickets, hotel, transportation and spending money
- Contest is part of BRP official sponsorship of the WHL, OHL and QMJHL
- Go to brpcontest.com to enter

VALCOURT, QC, Feb. 15, 2016 /CNW Telbec/ - BRP (TSX: DOO), in collaboration with the Western Hockey League (WHL), Ontario Hockey League (OHL) and Quebec Major Junior Hockey League (QMJHL), is launching a fan sweepstakes to send one lucky winner and three guests to the 2016 MasterCard Memorial Cup.

The sweepstakes, which is now live, is one of the many ways BRP is connecting with passionate Canadian hockey fans during this first season as the Official Recreational Product of the WHL, OHL and QMJHL.

"It is extremely important that we invite fans to join us as we celebrate this present sponsorship, but also the growth and future of Canadian hockey," said Louis Levesque, vice president, Global Marketing and Consumer Experience at BRP. "This contest is an opportunity to offer something back to passionate fans, many of whom are loyal BRP customers who have a passion for superior performance both on the ice and when riding one of our products."

The BRP contest begins Monday, Feb. 15, 2016, and continues through Friday, April 15, 2016. To enter and for additional details such as eligibility and prize descriptions, visit brpcontest.com.

"The WHL, along with our partners in the OHL and QMJHL, is proud to partner with BRP for this exciting contest," commented WHL Vice-President, Business Yvonne Bergmann. "The WHL's 50th Season will conclude in May with the MasterCard Memorial Cup in Red Deer. With tickets already scarce, BRP will give fans an opportunity to win a surreal hockey experience through this contest."

About BRP

BRP (TSX: DOO) is a global leader in the design, development, manufacturing, distribution and marketing of powersports vehicles and propulsion systems. Its portfolio includes Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft, Can-Am all-terrain and side-by-side vehicles, Can-Am Spyder roadsters, Evinrude and Rotax marine propulsion systems as well as Rotax engines for karts, motorcycles and recreational aircraft. BRP supports its line of products with a dedicated parts, accessories and clothing business. With annual sales of over CA\$3.5 billion from 107 countries, the Company employs approximately 7,600 people worldwide.

www.brp.com

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About the Western Hockey League

The Western Hockey League started with just seven teams based in the provinces of Saskatchewan and Alberta in 1966. The WHL now has representation in all four Western Canadian provinces and the U.S. states of Oregon and Washington. The WHL consists of 22 member Clubs with 17 based in Canadian markets and five in the U.S. Pacific Northwest.

About the Ontario Hockey League

The Ontario Hockey League is comprised of 20 member teams, 17 in Ontario, and three in the United States, and is the number one development league in the world for players to the National Hockey League and Canadian Interuniversity Sport.

About the Quebec Major Junior Hockey League

The Quebec Major Junior Hockey League's mission is to develop players for professional hockey while supporting them throughout their academic endeavors in order to mold them into responsible and educated citizens.

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