

MICHAEL S. DOWNEY

President and Chief Executive Officer, Tennis Canada

Michael S. Downey was named president and chief executive officer of Tennis Canada in June 2004. Downey holds an impressive marketing and management resume in the beer and sports and entertainment industries.

Since arriving at Tennis Canada, Downey has developed a bold plan to diversify the revenue base to aggressively invest in both tennis development and the Rogers Cup tournaments. He has changed the culture of the organization and cultivated partnerships within the tennis and business worlds to enhance the image of Tennis Canada on the international stage. Throughout both professional tennis tours, Downey is a well-respected marketer who has lead several task forces to grow the game worldwide. In 2008, the Rogers Cup tournaments set a record for combined sales and rank among the top global events in terms of attendance and profitability.

In 2007, Downey led the board of directors to a bold \$1 million annual incremental investment into high performance which was highlighted by the construction of a national training centre in Montreal and a national regrouping centre in Toronto. Also under the leadership of Downey, a successful fund development campaign called *Tennis Matters* was created and has already exceeded its \$10 million donation goal.

As President of Molson Breweries' largest region, Ontario-Western Canada, Downey led the company to record levels of profit and award-winning marketing campaigns, including the internationally renowned *I Am Canadian* television commercial.

A well-respected and recognizable figure in the Toronto sports market, Downey held senior executive positions with Maple Leaf Sports & Entertainment, owners of the Toronto Maple Leafs, Toronto Raptors and the Air Canada Centre.

Downey, along with his wife, Beth, live with their two sons in the Beach.