



2008 STANLEY CUP CHAMPION
DETROIT RED WINGS

2008-09 SEASON TICKET RENEWAL INFORMATION





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A MESSAGE FROM HEN HOLLAND AND STEVE VIOLETTA



Ken Holland



Steve Violetta

Dear Red Wings Season Ticket Holder:

Congratulations on another Stanley Cup Championship! The 2007-08 season will long be remembered as an example of how a team and community can succeed as a family. Our fans, players, ownership, management and coaches all joined together as one family to help produce this magical run to our fourth Cup in 11 seasons. The pride and passion shown along the parade down Woodward Avenue produced another emotional moment in Detroit history and we are very thankful that you helped make this all possible.

Winning the Stanley Cup does mean a very short summer and just one week after our victory, we continued the celebration at the NHL Awards where Nicklas Lidstrom took home his sixth Norris Trophy, Pavel Datsyuk captured both the Selke and Lady Byng Trophies, Conn Smythe Trophy-winner Henrik Zetterberg was a finalist for the Selke and Head Coach Mike Babcock was a finalist for the Jack Adams Award as coach of the year. The following three weeks saw our front office continue to ensure our status as a perennial Cup contender by producing another successful Entry Draft, signing our current players whose contracts were up and competing in the annual beginning of the NHL free agency period – the latter of which produced the biggest signing of the NHL's summer as all-star forward Marian Hossa chose Detroit as the best place to try to win a Cup next season. With the moves we have made, we are even more excited about our potential for next season.

We're confident you will enjoy the new NHL scheduling for 2008-09 which includes more inter-conference games; a change that has the Wings facing all of its 29 NHL foes at least once while reducing the number of divisional games from eight to six.

Off of the ice, we have greatly improved our Season Ticket Holder benefits package and our customer service staff. For several months, we have been reviewing our season ticket pricing and are pleased to present the new details to you. As a loyal member of the Red Wings Championship family, your pricing for the 2008-09 season will be locked in to the same level it has been for the past seven years. In fact, approximately 10% of seats in the upper bowl seats have been reclassified and will be less expensive this year.

Please note that to take advantage of this loyalty based pricing and to avoid any price increases, we must receive your first payment on or before August 4th. After reviewing this brochure, please don't hesitate to call your personal Service Representative with any questions.

Again, on behalf of our entire organization, congratulations on the 2008 Stanley Cup Championship! We look forward to seeing you back at The Joe this fall for another exciting season of Detroit Red Wings hockey.

Sincerely,

Ken Holland
Executive Vice President/General Manager

Steve Violetta
Senior Vice President of Business Affairs



SEASON TICKET HOLDER BENEFITS

SPECIAL EARLY PAYMENT RENEWAL OFFERS - NEW!

(Please read below and make your selection on the enclosed invoice or on-line at My Red Wings Account Manager)

PAY IN FULL ON OR BEFORE AUGUST 4, 2008 TO RECEIVE THIS SPECIAL OFFER!

In addition to the Season Ticket Holder benefits you will be receiving as a Red Wings Season Ticket Holder (see page 5), with full payment on or before August 4, 2008 you are able to select one of the following packages tailored to fit your needs and interests.*

1

FAMILY

- Exclusive clinic with a Detroit Red Wings or Grand Rapids coach or player for one child age 6-14
- One membership to the Detroit Red Wings Kids Club
- Detroit Red Wings Youth T-Shirt
- Two additional complimentary tickets to a pre-selected Detroit Red Wings pre-season game

2

CORPORATE

- Business event for you and one guest featuring an open practice and a leadership seminar lead by Red Wings management and coaches
- One pass for you and your guests to visit the Olympia Club for five home games (Subject to availability)
- Detroit Red Wings Portfolio
- Detroit Red Wings Business Card Holder
- Two additional complimentary tickets to a pre-selected Detroit Red Wings pre-season game

3

HOCKEYTOWN FANATIC

- Invitation for you and one guest to attend the ultimate away game viewing experience on the Joe Louis Arena ice with Red Wings Alumni
- Detroit Red Wings Adult T-shirt
- Detroit Red Wings Media Guide
- Two additional complimentary tickets to a pre-selected Detroit Red Wings pre-season game

*If you do not designate a package with your early pay renewal, you will automatically receive the Hockeytown Fanatic package. There are no substitutions once a selection has been made.





ALL FULL SEASON TICKET HOLDERS WILL RECEIVE THE FOLLOWING BENEFITS:



NEW Preferred Season Ticket Holder Pricing

As a Season Ticket Holder, you will receive special savings off Box Office prices.

NEW Season Ticket Holder Renewal Gift

We would like to thank you for the part you played in the 2007-08 Stanley Cup Championship season. As a special gift for renewing, you will receive a 16" x 20" piece of original art commemorating the 2008 Stanley Cup Championship. One per account.

NEW Membership Card

You will receive a Season Ticket Holder membership card that will provide you with a 20% discount on merchandise items at Joe Louis Arena merchandise stands and Hockeytown Authentics.

NEW Dedicated Service Representative

You will have your own personal Detroit Red Wings Ticket Service Representative assigned to manage your account and handle all of your needs.

Exclusive Season Ticket Holder Skating Party

The Skating Party is a private opportunity for Season Ticket Holders to skate on the ice at Joe Louis Arena and interact with Red Wings Alumni, take locker room tours and enjoy other unique experiences.

NEW Special Events

Receive exclusive invitations to special Red Wings events including autograph signings, parties, and special shopping days at Hockeytown Authentics with additional discounts on Detroit Red Wings merchandise.

NEW College Hockey at "The Joe" Tickets

You will receive two complimentary general admission tickets to each day of the Great Lakes Invitational and the CCHA Championship.

NEW Special In-Game Greeting

Your chance to put a special welcome up on the Sony Jumbotron. You will receive one complimentary birthday or anniversary greeting per season during a home game intermission.

NEW Detroit Red Wings Lanyard and Ticket Holder

NEW Featured Season Ticket Holder

Throughout the season, we will be honoring Season Ticket Holders at home Red Wings games as the "Season Ticket Holder of the Game." You can also appear as the "Season Ticket Holder of the Month" in the Inside Hockeytown Magazine or on DetroitRedWings.com.

NEW Press Clippings Emailed to You Each Game Day

Find out the latest Detroit Red Wings information before the game. Receive press clippings and game day notes - everything you need to stay up to date.

Playoffs and Renewals

In addition to having the same great seats for all 46 home games, you have the first right of refusal to buy your same seats for the playoffs.

Annual Opportunity for Upgrade, Seat Relocation & Ability to Purchase Additional Seats

You may request an annual upgrade or relocation of your seats during the Annual Upgrade Open House. Please fill out the attached information sheet to participate in this season's Open House. *(Please note, in order to be eligible for seat upgrades/relocation, you must renew your current seat location prior to the first payment deadline.)*

My Red Wings Account Manager *(see page 9 for additional payment details)*

Access your account on-line for added convenience. My Red Wings Account Manager allows you to renew your 08-09 Season Ticket package, make payments on-line, forward your tickets via email to clients, family or friends, and post your tickets for re-sale through the Red Wings TicketExchange - all from your computer!

Complimentary Subscription to Inside Hockeytown Magazine

Receive a complimentary one year subscription to the official publication of the Detroit Red Wings.

Pre-Sale Opportunities

As a Season Ticket Holder, you will receive special pre-sale opportunities for regular season games, playoffs, and select Olympia Entertainment events.

Olympia Club

Season Ticket Holders may purchase a membership to the exclusive Olympia Club located at Joe Louis Arena. The Olympia Club is reserved for Detroit Red Wings Season Ticket Holders, their guests and business associates. Enjoy fine dining from our elegant buffet with carving stations and a dessert bar. Sit back, relax, and enjoy the pre-game show from one of our many High-Definition TVs.

For more information on Season Ticket Holder benefits, visit DetroitRedWings.com and go to Season Ticket Central.

2008-09 SEASON TICKET HOLDER INVOICE AND PAYMENT OPTIONS



As a Red Wings Season Ticket Holder, you have three flexible payment options (listed below). In order to retain your seats for the 2008-09 season and/or qualify for a seating upgrade, your payment must be received on or before August 4, 2008. We cannot guarantee your seat location will be held if your payment is not received on or before August 4, 2008. All submitted orders are final.

EARLY PAYMENT FOR ADDITIONAL BENEFITS

As a new payment option this season, you will receive additional benefits for payment in full on or before August 4, 2008. See page 2 for additional details. Payment by credit card, check or cash is accepted.

AUTOMATIC PAYMENT PLAN

Under the Automatic Payment Plan, your credit card will be automatically charged on the following dates:

Payment 1 – August 4, 2008

Payment 2 – September 4, 2008

Payment 3 – October 4, 2008

Payment 4 – November 4, 2008

You will be charged in four equal installments using "Automatic Payment Authorization."* The credit card used for this plan must be valid through December 1, 2008.

*Automatic Payment Authorization allows us to automatically charge your credit card at assigned times. Please see invoice for more information.

PAY BY CHECK PLAN

For those Season Ticket Holders preferring to pay by check for your 2008-09 season tickets, you can pay in two equal installments.

Your payment is due on the following dates:

Payment 1 – August 4, 2008

Payment 2 – September 12, 2008

TO RECEIVE YOUR TICKETS

There are two secure ways to receive your season tickets. You can have them delivered via Express Mail or have your tickets held at the Joe Louis Arena Box Office for in-person pickup. Please check the Ticket Acquisition box on your season ticket invoice. If no selection is made, Express Mail will be automatically selected.

EXPRESS MAIL

- If you select the "Express Delivery" option on your invoice, your season tickets will be delivered ONLY to the address listed on the Season Ticket Account.
- Your season tickets will be sent out the beginning of September.
- Please be sure to have an e-mail address listed on your account. An e-mail notice will be sent when your tickets are shipped.
- Please note: Due to our method of delivery, we cannot ship to a Post Office Box. The Season Ticket Holder of Record must provide the Ticket Sales and Service Office with a street address for delivery. The Season Ticket Holder will be responsible for a package that is mis-delivered due to an incorrect address and will be subject to a \$25 re-routing fee.

TICKETS HELD AT BOX OFFICE

- Only the Season Ticket Holder or Account Holder of Record will be able to pick up the season tickets. To ensure security in handling the tickets, please bring a photo ID as well as a copy of your invoice to the Joe Louis Arena Box Office.
- If you need to make other arrangements to pick up your tickets, please contact your personal Service Representative or the Ticket Sales and Service Office at 313.396.7575.
- Tickets may be picked up at the Joe Louis Arena Box Office beginning Monday, September 15, 2008 at 10 a.m.

THERE ARE FIVE EASY WAYS TO PAY:

IN PERSON – at the Joe Louis Arena Box Office during regular business hours (Monday – Saturday, 10 a.m. – 6 p.m.)

BY FAX – to either 313.396.7997 or 313.396.7014 (Please do not fax more than once to avoid double charging)

BY PHONE – to the Ticket Sales and Service Department at 313.396.7575 or contact your personal Ticket Service Representative during regular business hours (Monday – Friday, 9 a.m. – 5:30 p.m.)

BY MAIL – to the Joe Louis Arena Box Office using the enclosed self-return envelopes (All orders must be received by the dead-line date)

ONLINE – As a Season Ticket Holder, you can access the on-line feature at DetroitRedWings.com. Click on My Red Wings Account and enter your account number or email address and PIN. Select "Pay Invoice" option and follow on-line steps for payment.

NOTE: *Forgot your account number?* Refer to the upper right hand corner of your season ticket renewal invoice.





SEASON TICKET HOLDER IMPORTANT INFORMATION



UPGRADE & SEAT RELOCATION PROCEDURES

If you wish to be considered for an upgrade or seat relocation of your current season seats, please fill out the enclosed "Seat Relocation Request" for the Season Ticket Holder Seat Relocation Event. Upgrade and seat relocation requests will NOT be considered without payment of your current seats. You will be contacted by a member of our Ticket Sales and Service Staff by phone or email with additional details regarding the Relocation Event. The date of the Relocation Event has not been determined at this time.

MY RED WINGS ACCOUNT

To access your account, go to DetroitRedWings.com, select "My Red Wings Account" and log in using your personal account ID and Password provided on your invoice.

TICKET FORWARDING

Want to email your tickets to family, friends or a client? Ticket Forwarding allows you to email your tickets up to two hours prior to the game. No need to mail tickets, leave them at Will Call or spend money for overnight delivery. Simply log on to your personal account and select the ticket or group of tickets you would like to send, enter the recipient's information and select "forward." There is a nominal fee of \$2 per ticket for this service which you can pay yourself or pass along to your guest.

POST YOUR TICKETS FOR SALE ON TICKETEXCHANGE

Can't make it to a game? Use the Detroit Red Wings Season Ticket Holder TicketExchange to sell your season tickets anonymously to other fans through a secure on-line exchange service. There is no fee for posting tickets. Log on to your personal account and select the tickets you would like to sell. You can choose the selling price, subject to team approval, and expiration date of the tickets sold. Please see the website for guidelines. You will be informed of your listing status via an email notification system. Posting and removing tickets for sale is quick, easy and secure.

EDIT YOUR PERSONAL INFORMATION

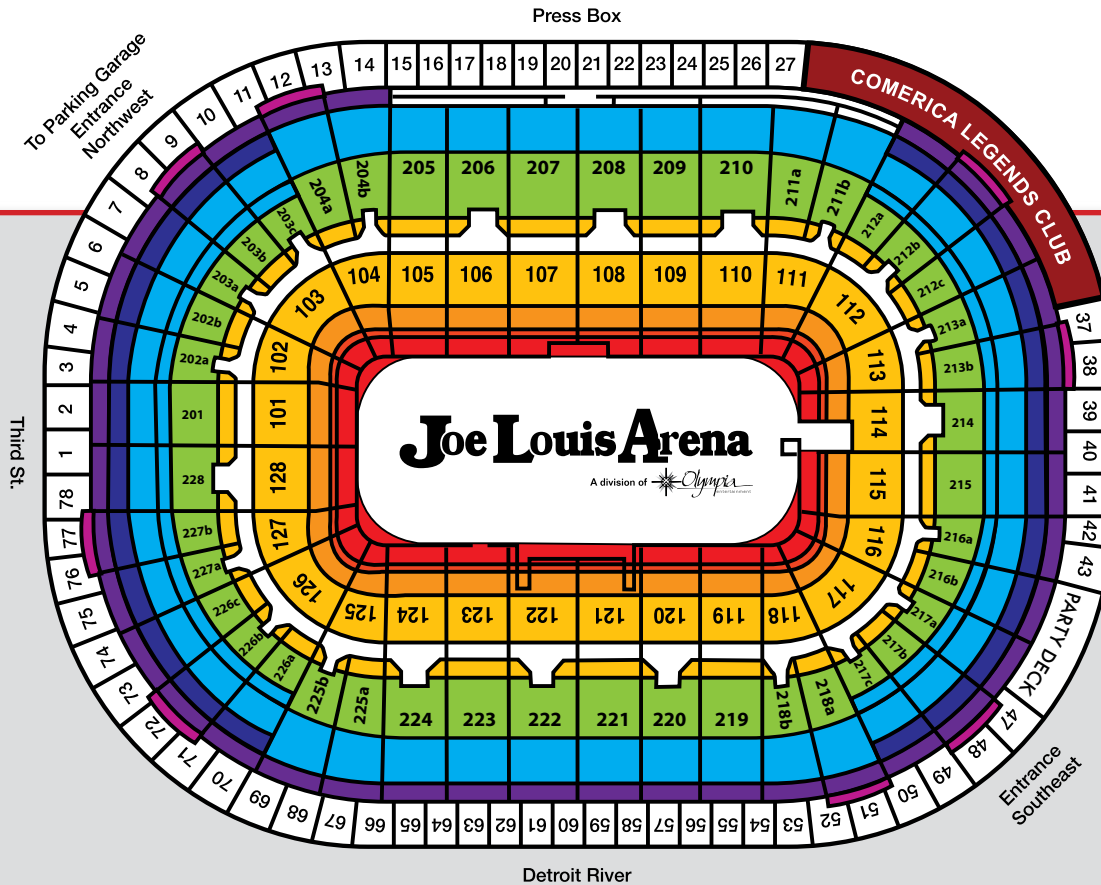
With My Red Wings Account, you can easily update portions of your account profile at any time. This includes important contact information such as your phone number and email address.



2008-09 SEATING / PRICING / PARKING

SEAT LOCATION	SEASON TICKET with PAYMENT BY 8/4 Per seat per game	SEASON PRICE with PAYMENT BY 8/4 Per seat	SEASON TICKET with PAYMENT AFTER 8/4 Per seat per game	SEASON PRICE with PAYMENT AFTER 8/4 Per Seat	BOX OFFICE PRICE
■ Lower Level, Rows 0-1	\$85	\$3910	\$125*	\$5750	\$150
■ Lower Level, Row 2	\$85	\$3910	\$100*	\$4600	\$125
■ Lower Level, Rows 3-7	\$85	\$3910	\$87	\$4002	\$90
■ Lower Level, Rows 8-20 Upper Level, Row 1, Risers Rows 1-3	\$76	\$3496	\$78	\$3588	\$80
■ Upper Level, Rows 2-12 Sect. 204a-211b, 218a-225b Upper Level, Rows 2-10 Sect. 212a-217c, 226a-203c	\$54	\$2484	\$56	\$2576	\$58
■ Upper Level, Rows 13-21 Sect. 204a-211b, 218a-225b Upper Level, Rows 11-17 Sect. 212a-217c, 226a-203c	\$44	\$2024	\$46	\$2116	\$48
■ Upper Level, Rows 18-21 Sect. 212a-217c, 226a-203c	\$33	\$1518	\$35	\$1610	\$38
■ Upper Level, Rows 22-25	\$22	\$1012	\$24	\$1104	\$25
■ Upper Level, Rows 26-27	NA	NA	NA	NA	\$9

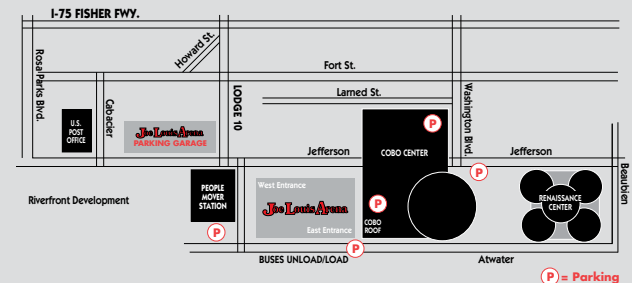
*Each account will receive \$20 in concession money per game



PARKING

Joe Louis Parking Structure: You may purchase prepaid parking passes to the garage for \$20 per game. The total cost for 46 games is \$920. You can make this selection on your Season Ticket Invoice. Please add the appropriate amount to your invoice total.

Riverfront Executive Lot: Any Season Ticket Holder who had a space last year will be invoiced along with your season tickets. For those interested in obtaining a new space, please call (313) 396-7974.



MEET YOUR TICKET SALES AND SERVICE TEAM



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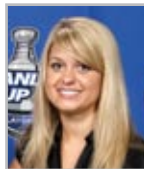
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THE DETROIT RED WINGS WOULD LIKE
TO THANK YOU, THE FANS, FOR YOUR
LOYALTY AND SUPPORT!



