

THE ASPER FOUNDATION

FOR IMMEDIATE RELEASE

Board of Trustees appoints Leonard Asper as Chair

WINNIPEG, MB. – May 11, 2019 – The Board of Trustees of The Asper Foundation is pleased to announce the appointment of Leonard Asper as Chair of The Asper Foundation.

Leonard Asper, B.A., L.L.B., L.L.D, is the president, CEO and majority shareholder of Anthem Sports & Entertainment Corp., a media company that owns and operates content platforms targeting distinct communities in areas including combat sports, sports gaming, e-sports and hunting and fishing.

Prior to founding Anthem, Mr. Asper was CEO of Canwest Global Communications Corp., one of Canada's largest media companies, a post he held for over 10 years.

A 30 year veteran of the media industry, Mr. Asper also holds private equity investments and is a partner in a law firm focused on servicing the video gaming industry. A graduate of Brandeis University (cum laude) and the University of Toronto Law School, Mr. Asper is a member of the Ontario Bar.

Mr. Asper serves on the Board of Overseers of the International Business School at Brandeis University, where he founded the Asper School for Global Entrepreneurship. Before that, he also served for several terms on the Board of Trustees of the University.

He has been a Trustee of The Asper Foundation since its inception, is the founder of the Joshua Foundation and a member of the Board of Governors of the Saul and Claribel Simkin Center, a seniors' housing complex in Winnipeg, Canada.

Mr. Asper also served for five years on the Board of the University of Winnipeg Foundation and holds an honorary Doctorate in Laws from that institution.

He was included in Canada's Top 40 Under 40, as well as being named CEO of the year by a Canadian media industry publication.

The Asper Foundation (www.asperfoundation.com) was established by the late Israel and Babs Asper z"l in 1983. It is one of Canada's largest private foundations and focuses on major, impactful initiatives for the Jewish community and Israel in addition to supporting the general community in areas including arts & culture, education, poverty and hunger, entrepreneurship, community development and human rights in Winnipeg and cities across Canada.

The Asper Foundation created and sourced the funding for Canada's fifth national museum, the Canadian Museum for Human Rights, which has won over 40 national and international awards and is now featured on Canada's new \$10 bill. Other initiatives supported by The Asper Foundation include the award-winning Asper Foundation Human Rights and Holocaust Studies Program, the Asper School of Business at the University of Manitoba, the Asper Jewish Community Campus, the St. Boniface Hospital Clinical Research Institute, Winnipeg Harvest, the Lyric Theatre in Assiniboine Park and various programs with the United Way in Winnipeg.

The Asper Foundation projects in Israel include the Centre for Entrepreneurship at the Hebrew University of Jerusalem, Community Action Centres and 'Edible Gardens' across the entire country, a New Media Centre at the Interdisciplinary Center in Herzliya and Yad Vashem's International School for Holocaust Studies, which have had a tremendous impact on the lives of many across all socioeconomic backgrounds and cultures.

The Foundation is currently leading the development of the Frank Gehry-designed World's Jewish Museum that will bring to life the remarkable Jewish contributions to humankind throughout history. Located on a spectacular 5.5 acre site overlooking the Mediterranean in Tel Aviv, Israel, this initiative is a partnership with the City of Tel Aviv. For more information, please see www.worldsjewishmuseum.com.