PWHL ANNOUNCES FIRST OUTSIDE INVESTMENTS FROM KILMER SPORTS VENTURES AND ILITCH COMPANIES

New York and Toronto – June 22, 2026 – The Professional Women's Hockey League (PWHL) today announced that Kilmer Sports Ventures and Ilitch Companies, parent company of Ilitch Sports + Entertainment, have joined the league as strategic partners, becoming the first outside investors since the league was established in 2023. The foundational support that launched the PWHL, along with the league's continued funding to date, has been provided by Mark and Kimbra Walter. The significant new investment brings in two accomplished sports ownership groups with deep roots in PWHL markets to capitalize on the league's continued growth and momentum.

Following historic growth in its third season — including welcoming more than 1.1 million fans in the regular season alone, surpassing 2 million all-time attendees, and setting a new benchmark for attendance in professional women's hockey — the league recently announced four new teams joining for the 2026-27 season: Detroit, Hamilton, Las Vegas, and San Jose. The PWHL has grown its sponsorship portfolio by 35% year-over-year, increased e-commerce merchandise sales by more than 50%, and generated more than 682 million social media impressions, underscoring its rapid rise as one of the fastest-growing properties in sports. This strong foundation and early success positioned the league to selectively welcome outside investment for the first time.

"Kimbra and I are incredibly proud of what the PWHL has accomplished in a short time and are excited about what it can achieve moving forward," said Mark Walter, Chairman and CEO of TWG Global. "As we continue building the PWHL for the long term, we're thrilled to welcome Kilmer Sports Ventures and Ilitch Companies as partners. They bring tremendous experience in professional hockey and a deep commitment to women's sports, and they share our vision for the future as we continue growing the league."

Kilmer Sports Ventures, the PWHL's first Canadian investor, is led by Larry Tanenbaum, O.C. Tanenbaum is Chairman Emeritus of Maple Leaf Sports and Entertainment (MLSE), parent company of the NHL's Toronto Maple Leafs, NBA's Toronto Raptors, MLS' Toronto FC, and CFL's Toronto Argonauts, Governor of the NHL, NBA, and MLS, and Chairman of the NBA Board of Governors. Recent investments have included Canada's first WNBA franchise, the Tempo, and the purchase of AS Saint-Étienne, one of France's most beloved football clubs. Tanenbaum is one of Canada's most prominent sports investors and a long-time champion of professional sports.

"Hockey is in our DNA as Canadians, and that passion brought us to the PWHL as its first Canadian investor," said Larry Tanenbaum, Chairman of Kilmer Sports Ventures. "Building world-class women's sports organizations that inspire the next generation of athletes, fans, and leaders is how you create something that truly lasts. We saw that opportunity first with the Tempo, Canada's first WNBA team, and now we're proud to deepen that commitment through this significant investment in the PWHL. What Mark Walter and PWHL senior leadership have built so quickly is incredible, and we're honored to be part of this league and everything it stands for."

Ilitch Companies, led by CEO Chris Ilitch, is the parent company of Ilitch Sports + Entertainment, which owns and operates the Detroit Red Wings and Detroit Tigers, manages Little Caesars Arena and other entertainment venues across the region, and has played a central role in the revitalization of downtown Detroit through its sports and entertainment businesses.

“The PWHL's rise has been one of the most compelling stories in professional sports, and we are proud to be part of that story,” said Chris Ilitch, CEO of Ilitch Companies. “Investing in the PWHL means an opportunity to broaden the game’s reach, connect with new fans, and create pathways for athletes for generations to come. Our organization has long believed in the power of hockey to bring communities together and open doors for the next generation. From supporting youth and amateur hockey for nearly 60 years to investing in the future of women’s professional hockey, we are proud to help advance the game at every level.”

Mark and Kimbra Walter, together with the PWHL Advisory Board, will continue to oversee league operations and strategic direction, while benefiting from the expertise, relationships, and perspectives of two of the most respected ownership groups in professional sports.

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ABOUT TWG GLOBAL

TWG Global is a diversified holding company that operates and invests in businesses with untapped potential and guides them to new levels of growth. TWG Global has interests across financial services, insurance, AI and technology, sports/media/entertainment and energy. The portfolio of TWG Global and its principals includes Guggenheim Investments, Guggenheim Securities, Group 1001 Insurance, and prominent sports properties such as the Los Angeles Dodgers, Los Angeles Lakers, Professional Women's Hockey League, and Cadillac Formula 1 Team.

ABOUT THE PROFESSIONAL WOMEN'S HOCKEY LEAGUE (PWHL)

The Professional Women's Hockey League (PWHL) is a professional ice hockey league in North America that features the best women's players in the world. As of the 2025-26 season, it is comprised of eight teams — Boston, Minnesota, Montréal, New York, Ottawa, Seattle, Toronto, and Vancouver — with Detroit, Hamilton, Las Vegas, and San Jose added as the 9th, 10th, 11th, and 12th teams ahead of the 2026-27 season. Launched on January 1, 2024, the PWHL has broken multiple attendance records and holds the worldwide all-time record for a women's hockey game. The league was recognized by Sports Business Journal as the Sports Breakthrough of the Year, and ranked No. 1 in Canada for corporate reputation in both 2024 and 2025, according to the Harris Poll. Visit thepwhl.com to purchase tickets and merchandise, and subscribe to the PWHL e-newsletter for the latest updates. Follow the league on social media @thepwhlofficial.

ABOUT ILITCH COMPANIES

The Ilitch Companies is a growing, global family of businesses spanning gaming, food, sports, entertainment, real estate, and hospitality, united by a shared commitment to entrepreneurship, community, and excellence. Led by Chris Ilitch since 2004, the Ilitch Companies have increased revenue more than 600% in that time, outperforming the S&P 500. With tens of thousands of colleagues around the world, Ilitch Companies proudly invests in the places it calls home, strengthening its communities through innovation, opportunity, and philanthropy.

Through strategic ownership of leading brands and enterprises including Little Caesars, Ilitch Sports + Entertainment, Detroit Tigers, Detroit Red Wings, Olympia Development, Olympia Parking, Little Caesars Supply Chain, Champion Foods, Little Caesars Fundraising, Ilitch Gaming, and Tenda, along with joint ownership of 313 Presents, Ilitch Companies empowers growth, brings people together, and creates memorable experiences.

ABOUT KILMER SPORTS VENTURES

Kilmer Sports Ventures is a division of Kilmer Group and focuses on investment opportunities in the world of sport and entertainment. Two most recent investments include Canada’s first WNBA franchise, the Tempo, and AS Saint-Étienne, one of France’s most beloved football clubs.

Kilmer Group is a multi-generational platform with a long history in business development and investment focused on three verticals: Infrastructure & Real Estate, Sports & Media, and Private Equity, which includes a majority ownership in Coca-Cola Canada Bottling Limited.