

Sports

## Montreal's Roustan purchases NikeBauer

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**By: Rick Westhead** Staff Reporter, Published on Fri Feb 22 2008

Nike Inc. answered a big question yesterday when it confirmed it will sell its iconic hockey brand Bauer for \$200 million (U.S.) to Montreal businessman Graeme Roustan and a U.S. private-equity firm.

Yet the sale raises another intriguing question: What will the deal mean for Nike's relationship with close business partner Hockey Canada?

In August 2005, Hockey Canada reached a four-year contract with Nike's hockey unit that gave it the right to produce both replica Team Canada jerseys and authentic ones for tournaments including the Olympics, world championships, world juniors, and women's world championships.

The royalties-based contract, which expires after the 2010 Winter Games, calls for Nike to pay Hockey Canada between \$1.5 million and \$3 million a year.

Roustan's deal to buy Bauer, reported by the *Star* on Feb. 7, raises the possibility that when Hockey Canada looks to strike a new uniform supplier contract, there could be another bidder at the table.

Nike, Bauer and Reebok, already a uniform supplier to the NHL, would all likely covet a future deal with Hockey Canada.

"It could be good news for Hockey Canada because everyone wants that agreement to dress Team Canada and another wallet at the table is a good thing," says one veteran sports industry source.

Nike, which acquired the Bauer brand when it bought Montreal's Canstar Sports in 1994 for some \$395 million (U.S.), announced last year that it would sell Bauer.

Born in Sherbrooke, Roustan "grew up in Montreal where he played hockey from the age of three," according to a biography posted on his company's website.

In 1988, he secured a work visa and moved to the U.S. and within a year, was working on efforts to lobby the NHL to locate an expansion franchise in San Jose.