



TRUE Hockey Skates Into New Era Under the Ownership of W. Graeme Roustan

New Vision, Renewed Passion, Innovation Focus

TORONTO, ONTARIO — November 1, 2025 — W. Graeme Roustan, owner of The Hockey News, Roustan Sports and former owner and Chairman of Bauer has officially completed the acquisition of TRUE Sports, ushering in a bold new era for the brands.

TRUE Sports includes TRUE Hockey, TRUE Lacrosse and TRUE Baseball. The signing of a definitive agreement from True Temper Sports was first announced on September 3, 2025.

TRUE is entering a chapter defined by laser-focused innovation, investment, and a turbocharged commitment to product excellence.

Roustan, who is now the sole owner of the company, is reinforcing the strength of TRUE's business and signalling confidence in its future. The new TRUE is committed to investing in growth drivers that no one else can, across product development, marketing, and partnerships — with a clear goal to become No. 1 in hockey.

"We've built the best team in hockey, combining trusted TRUE experience with new energy, fresh thinking, and veteran leadership to our organization," said W. Graeme Roustan. "TRUE has the people, products, and passion which will lead the next generation of hockey innovation and we're investing to win — in players, in performance, and in the future of the game we love.

"My goal is for TRUE to become recognized around the globe as the best hockey brand in the world."

TRUE's next chapter is about momentum — fuelled by growing retailer demand, new partnerships, and product excellence. The company is expanding globally, supported by its new jersey partnership with the International Ice Hockey Federation (IIHF), continued trust from NHL athletes, and rising interest across every level of the sport.

Built on performance-driven design and elite athlete input, TRUE Hockey has become the fastest-growing brand in the sport, highlighted by the No. 1 market share position in both Custom Skates and Custom Goalie gear. Trusted by world-class athletes such as 2025 NHL MVP Connor Hellebuyck, Mitch Marner, Brady Tkachuk, Natalie Spooner, and Jordan Binnington, TRUE has become the go-to brand for professionals and passionate players seeking to elevate their performance.

W. Graeme Rouston has the track record to deliver. He was the driving force and owner in the acquisition of Bauer Hockey from Nike in 2008 and during his tenure as Chairman of the Board (2008-12) Bauer Hockey was transformed into the No. 1 brand in hockey, growing its market share to over 50%.

“TRUE will improve all customer services across our manufacturing, retail, and supplier networks, ensuring continuity for employees and partners while accelerating investment in growth, innovation, marketing and our digital transformation will be powered by Roundtable,” said Rouston.

“Our vision is bold, ambitious, and player and product-focused. And we’re just getting started.”