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ATLANTIC HOCKEY ANNOUNCES PARTNERSHIP WITH PLAY BY PLAY SPORTS, LLC

HAVERHILL, Mass. -- Robert DeGregorio, Atlantic Hockey Commissioner, along with Scott Correira, Founder and Principal Owner of Play By Play Sports, LLC and Tim Roth, Senior Vice President of Business Development, announced today that the Atlantic Hockey Association and Play By Play Sports have signed a five-year marketing partnership.

Play By Play (PBP) will be the exclusive marketing and sponsorship consultant partner for Atlantic Hockey (AHA), and will operate as Atlantic Hockey Sports Properties (AHSP). PBP will create corporate partner and sponsorship programs, address revenue goals, promote the conference tournament and develop various marketing, media and branding initiatives. As such, AHSP will be responsible for cultivation and sales of corporate partnerships for the AHA and AHA Tournament.

"We have formed this partnership with Play by Play Sports, making a conscious effort to broaden the exposure and enhance the marketing of the Atlantic Hockey Association both regionally and nationally," says DeGregorio.

"We are excited to bring our consultative sales and marketing approach to this outstanding collegiate hockey conference. Our partnership with the AHA and its impressive member institutions is an excellent fit for our company and the various areas of expertise we provide, and we're looking forward to building upon the exceptional brand of the AHA," said Correira.

In addition to the partnership, Mark Adzigian has been hired as the General Manager for Atlantic Hockey Sports Properties. He will be the day-to-day manager responsible for expanding the marketing and branding of Atlantic Hockey.

"I am very excited to be back in college hockey and working with the Atlantic Hockey coaches and administrators," states Adzigian. "I am very happy to be working to assist in the growth of the Atlantic Hockey brand and as a conference."

"I am very happy that Mark Adzigian has been named our general manager," adds DeGregorio. "He is very familiar with Atlantic Hockey and its membership. He is a great addition to our team."

The Atlantic Hockey Association (AHA) was created on June 30, 2003 when nine institutions joined together to form a new Division I men's ice hockey conference. The conference currently consists of twelve members: the United States Air Force Academy, American International College, the United States Military Academy, Bentley University, Canisius College, the University of Connecticut, the College of the Holy Cross, Mercyhurst University, Niagara University, Robert Morris University, Rochester Institute of Technology and Sacred Heart University. The AHA spans Massachusetts, Connecticut, New York, Pennsylvania, and Colorado geographically, with its conference office located in Haverhill, MA. Atlantic Hockey Sports Properties would like to thank "Team AHA" partner Xerox and "AHA Community Champion" partners Travel Team USA, Monroe County Sports Commission, and America One Sports for their support of the AHA and the AHA Tournament in Rochester, NY.