



PRESS RELEASE

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Hockey East, Play By Play Sports Announce Partnership *Multi-Year Marketing Partnership To Continue Growth of Conference*

WAKEFIELD, MA. – The Hockey East Association and Play By Play Sports, LLC, announced today that the two entities have agreed to a multi-year marketing partnership.

Under the agreement, Play By Play Sports, LLC (PBP) shall serve as the exclusive marketing and sponsorship sales consultant partner for Hockey East. PBP will create corporate partner and sponsorship programs, address revenue goals, assist in promoting the conference tournaments and develop various marketing, media and branding initiatives. In addition, PBP will be responsible for cultivation and sales of corporate partnerships for Hockey East.

“This is an important development in the continuing growth of our conference,” said Hockey East Commissioner Joe Bertagna. “We have already had some positive experiences with Play By Play Sports and we look forward to their working with us to enhance our brand and, in particular, grow our tournaments.”

“We are excited to bring our consultative sales and marketing approach to this outstanding collegiate hockey conference. Our partnership with Hockey East 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 conference,” said Tim Roth, Play By Play Sports SVP.

ABOUT HOCKEY EAST

The Hockey East Association is a 12-team Division I college men’s hockey conference founded in 1984 and a 9-team Division I women’s league which began play in 2002-2003. The men’s league has won nine NCAA Championships and placed 105 teams in the NCAA Tournament, more than any other conference since Hockey East began play.

ABOUT PLAY BY PLAY SPORTS, LLC

Play By Play Sports, LLC (PBP) is a national sports marketing company providing corporate sponsorship sales and consulting services, as well as various sports marketing agency services. PBP is based in South Bend, IN and includes the University of Notre Dame, Ball State University, the Atlantic Hockey Conference, ECAC Hockey and Dual Fuel (a Medifast, Inc. company) among its clients. For more information about PBP, log onto www.pbpsports.net.

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