



PRESS RELEASE

PETER SOURIS
Assistant Commissioner
for Public Relations
Hockey East Association
591 North Ave – #2
Wakefield, MA 01880
Office: (781) 245-2122
Cell: (603) 512-1166
psouris@HockeyEastOnline.com

For Immediate Release: Thursday, February 3, 2011

HOCKEY EAST ANNOUNCES MULTI-YEAR PARTNERSHIP WITH PACK NETWORK FOR VIDEO STREAMING

WAKEFIELD, Mass. - Hockey East and Pack Network have announced a multi-year partnership for live streaming video of Hockey East Tournament games beginning this season.

The coverage will include all women's quarterfinal and semifinal action, as well as 11 of a potential 12 men's quarterfinal games (excludes Saturday night NESN telecast). The 2011 Hockey East postseason gets underway the weekend of Feb. 26-27 with the women's quarterfinal round.

"The league is thrilled to be partnering with Pack Network to bring unprecedented coverage of our tournament to all of our fans around the country," said Hockey East Commissioner Joe Bertagna. "We feel that the fans will be very happy with the production quality and service that Pack Network provides."

Single-game subscriptions for all live events will be available for \$7.95, while the men's tournament pass will be available for \$39.95 or \$29.95 if purchased before Feb. 25 and the women's tournament pass will be \$19.95.

"We are excited about partnering with a league as prestigious as Hockey East," said Pack Network co-founder K.J. Cardinal. "It's an opportunity to showcase our webcast features and service during the most exciting time of the season."

This season fans will be able to purchase a VIP Viewing Pass that will provide access to every tournament webcast on HockeyEastOnline.TV (six women's quarterfinal/semifinal games and up to 11 men's quarterfinal games). The VIP Viewing Pass is just \$49.95, or \$39.95 if purchased before Feb. 25.

VIP and All-Access subscribers will be able to view the new Hockey East webcast interface that makes it possible to watch all airing games on one screen. For example, VIP and All-Access subscribers will have the opportunity to view all four men's quarterfinal games simultaneously. Also, VIP and All-Access subscribers will have access to the archive recordings of each game for viewing anytime or to review key plays.

The Pack Network live video player gives fans superior control of their viewing experience. Fans can view the content in various sizes, including full screen, and also pause or rewind the live action with industry-leading, DVR-style controls.

Pack Network specializes in video production, web-based applications, and graphic/web design projects of all sizes. Formed in 2007, the Boston-based company partners with schools and conferences to provide live video production and webcast services. To learn more, visit packnetwork.com or facebook.com/packnetwork.

The Hockey East Association is a 10-team Division I college men's hockey conference founded in 1984 and an eight-team Division I women's league which began play in 2002-03. The men's league has won seven championships in the past 18 years.

- HEA -