



PRESS RELEASE

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ATHLETIC REPUBLIC NAMED OFFICIAL PARTNER OF HOCKEY EAST

WAKEFIELD, Mass. - Athletic Republic, the industry leader in performance sports training, has signed on as an official partner of Hockey East, which was announced on Friday.

Athletic Republic is the nation's leading franchisor of evidence-based performance sports training centers. Over 800,000 athletes have taken advantage of its individualized and team-training programs the past two decades, including more than 512 professional hockey players in its 160 training center locations.

"We are very excited Athletic Republic has chosen to re-sign with Hockey East," said Hockey East Commissioner Joe Bertagna. "Hockey East is pleased to have them on board once again."

"This partnership is a perfect fit. The passion for developing hockey players is the foundation for both Athletic Republic and Hockey East," said Tad O'Had, vice president of hockey, Athletic Republic. "For nearly 30 years Hockey East has performed at the highest level of collegiate hockey. Similarly the past five years, athletes completing Athletic Republic training programs have earned \$315 million worth of college scholarships. We are pleased to contribute to the tradition of excellence."

Athletic Republic is supporting Hockey's East Men's and Women's Player of the Week Awards, as well as the Player of the Month and Player of the Year Awards. For more information about Athletic Republic's approach to helping athletes develop a competitive advantage by improving speed, power and stamina or its New England locations visit www.athleticrepublic.com, or contact our VP of Hockey Tad O'Had at (509) 961-0574.

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 NCAA championships in the past 19 years. Since 1999, Hockey East has won five NCAA Championships and have placed 18 teams in the Frozen Four, along with 45 teams in the NCAA Tournament.

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