



PRESS RELEASE

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LEAGUE ANNOUNCES LAUNCH OF HOCKEY EAST ACADEMY DIGITAL MAGAZINE

WAKEFIELD, Mass. - The Hockey East Association announced on Friday the launch of Hockey East Academy, a digital magazine geared to help educate young hockey players.

Curated by Sociative (www.sociative.net), a pioneer in collective intelligence through social media, and powered by leading digital and mobile publishing provider, Texterity (www.texterity.com), the free, all-digital magazine, Hockey East Academy, www.hockeyeastacademy.com, makes its debut on Monday, February 6th.

Hockey East Academy is a free digital 'magazine' using video and text to give serious youth hockey players and their coaches the skills and smarts they need to improve and succeed. Issues feature Hockey East men's and women's coaches and players in real practice situations along with features on strength and conditioning, nutrition, and the rules of the game. The inaugural issue features UMass head coach Don "Toot" Cahoon and Providence College women's head coach Bob Deraney.

"SmartPhones and tablets are the way kids get and use information about everything today," says Chris Leach, Hockey East Academy founder. "It just makes sense to use the tools of technology to teach hockey skills, and we couldn't be happier to have the best college league and its coaches in the US as our partners."

Ten issues are planned for 2012 and are available on the Web, for smart phones and tablets through the iTunes App Store, Android App Markets and Amazon for Kindle. Search for "Hockey East Academy" or visit www.HockeyEastAcademy.com.

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 has placed 18 teams in the Frozen Four, along with 45 teams in the NCAA Tournament.

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