



PRESS RELEASE

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HOCKEY EAST PARTNERS WITH FRONT ROW MARKETING SERVICES

BOSTON - Hockey East Commissioner announced on Tuesday that the league has partnered with Front Row Marketing Services for exclusive sales rights for the men's and women's Hockey East Tournament Championships.

"This partnership with Front Row fills a need that we have had for some time," said Hockey East commissioner Joe Bertagna. "With the pending growth of the conference likely to make new demands on our relatively small full-time staff, Front Row will enable us to reach our full marketing potential in ways that the staff alone can not."

Front Row Marketing Services, one of the world's largest and fastest-growing sports and entertainment marketing firms, will have primary and exclusive responsibility of selling the men's and women's league playoff inventory, including brand exposure to over a million fans over the course of the season, as well as tournament naming rights, 30-second commercials in league broadcasts, on-campus opportunities, and in-arena signage and other assets for both the women's championship in Hyannis and the men's tournament at the TD Garden.

"Front Row Marketing Services is thrilled to be working with the Hockey East Association on its Championships," said Steve Rex, Regional Vice President, Front Row Marketing Services. "Hockey East is one of the premier hockey leagues in the country and is made up of 11 great institutions located throughout New England. The Championships offer tremendous exposure for a national or regionally based corporation and allows them to align their company or brand with the tremendous product that Hockey East delivers."

Front Row Marketing Services, a Comcast-Spectacor subsidiary headquartered in Philadelphia, Penn., and its sister company Front Row Analytics, a proprietary sponsorship evaluation company, operate on a global to local platform in sports, entertainment, stadia, venues, consumer engagement and municipalities with divisions in the specific practices of College Rights, Municipal Rights, Digital Film and TV Rights, Venue and Team Rights and Social Media. More information can be found at www.frontrow-marketing.com and www.comcast-spectacor.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 eight NCAA championships in the past 20 years. Since 1999, Hockey East has won six NCAA Championships and have placed 20 teams in the Frozen Four, along with 53 teams in the NCAA Tournament.

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