



PRESS RELEASE

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WARRIOR HOCKEY SIGNS ON AS HOCKEY EAST SPONSOR

WAKEFIELD, MASS. - Hockey East Commissioner Joe Bertagna announced Wednesday that Warrior Hockey has signed a two-year sponsorship agreement with the conference, which includes involvement in the league's 30th anniversary celebration.

Warrior Hockey becomes the exclusive sponsor of the Hockey East Player of the Week, Player of the Month and Player of the Year for both the men's and women's leagues. Warrior will also assist in the 30th anniversary celebration sponsoring a commemorative coaches recognition handout that will be distributed at a select game on each of the 11 campuses throughout the season.

"Warrior is a leader in its field and we are pleased to be associated with the excellence Warrior represents," said Bertagna. "We look forward to a long relationship with them."

"All of us at Warrior Hockey take great pride in being affiliated with Hockey East as it celebrates its 30th year. We are excited to partner our brand with college hockey's premier league," said Larry O'Donnell, U.S. Director of Sales for Warrior Hockey.

Headquartered in Warren, Michigan, Warrior Sports is recognized as a premier manufacturer of innovative, high performance, cutting-edge equipment, footwear and apparel for hockey, lacrosse and soccer athletes of all ages and abilities. For more information, visit www.warrior.com/hockey, follow @Warrior on Twitter and like Warrior Hockey on Facebook.

The Hockey East Association is a 11-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 21 years. Since 1999, Hockey East has won six NCAA Championships with 13 NCAA Championship Game appearances, while placing 21 teams in the Frozen Four and 52 teams in the NCAA Tournament during that time.

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