



PRESS RELEASE

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HOCKEY EAST SET TO CELEBRATE 20 YEARS *Anniversary season begins with unveiling of commemorative logo*

For older generation fans, it doesn't seem that long ago that fierce rivals Boston College and Boston University decided to join forces for a change (alongside Northeastern, UNH and Providence) to form the fledgling Hockey East Association. In reality, the founding charter was signed just over 20 years ago, on July 11, 1983. Later that same summer, the Board of Directors approved the admission of the University of Maine and the University of Lowell (now UMass Lowell) for league competition in 1984-85, the inaugural season. Later years brought the addition of Merrimack and the University of Massachusetts, yielding the nine-team power league that continues to sparkle against non-conference foes. Last year, Hockey East teams won more than 70 percent of its games against non-league opponents, a high watermark in the relatively young league's rich history.

2003-04 marks the 20th anniversary season for Hockey East, and what a season it promises to be. Two consecutive conference championships (its first-ever in 2002) for charter member UNH leaves the Wildcats the team to topple until another is able to do so. A fully reloaded Boston College (the 2001 Hockey East and NCAA champ) may be the squad to do it. The two face-off for the first time this season in the 10,000+ capacity Verizon Wireless Arena in Manchester, NH on Wednesday, November 12, in what will surely be one of the best games on the 108-game league schedule.

To celebrate 20 years of great hockey, Hockey East is planning a variety of fan-friendly promotional items and events. Featured promotions may include championship ticket giveaways and possibly VIP status for championship weekend for selected fans and winners of on-campus and online contests. As the tournament approaches, the league is planning to release a commemorative trading card set that highlights some of the best players, coaches and events in Hockey East history. Details on these and other promotions will be made public at a later date.

The season is proudly launched with the release of the 20th anniversary logo, pictured below and attached for email recipients. All digital versions of the logo are available for all media outlets by contacting Noah Smith at nsmith@HockeyEastOnline.com. Hockey East will display the logo on all collateral material throughout 2003-04 and requests that all media outlets do the same.

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