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PRESS RELEASE

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FOR IMMEDIATE RELEASE: FEBRUARY 18, 2004

BICKFORD'S NAMED NEW LEAGUE PARTNER ***Restaurant's fresh identity is great match for Hockey East fans***

The Hockey East Association is pleased to announce the forging of a tournament partnership with Bickford's Grille for the 20th Anniversary Hockey East tournament and for Hockey East championship weekend.

In exchange for exposure as a high-level partner for both the men's and women's tournaments, which take place March 19-21 in Boston, Bickford's will provide sponsorship resources to improve the championship experience for all participants. The Bickford's Grille All-Tournament team will be selected at the conclusion of the men's tournament.

"We're very pleased that Bickford's has stepped in to support our championship events," said Hockey East Commissioner Joe Bertagna. "Their presence will enhance the experience of championship weekend for everyone involved."

Sporting a fresh new look at many of its outlets across New England, Bickford's Grille is also welcoming the new partnership.

"Bickford's has a long history here in New England, as does Hockey East," said Bickford's President and C.E.O. Sandy Milley. "Our new partnership with them is indicative of our future direction."

Bickford's has been a New England "breakfast anytime" family restaurant for decades. Now, Bickford's Grille is the new emerging concept, taking over what was once New England's favorite breakfast spot and delighting guests with the addition of fresh, prepared from scratch, lunch and dinner fare. Improved meals include a 12 ounce New York Sirloin and Haddock, Scallops & Whole-belly Clams - delivered fresh daily. Steamed vegetables are prepared to order, an Angus burger on a bakery fresh roll fills the plate and salads are made from scratch.

Now in its 20th anniversary season, the Hockey East Association encompasses nine Division-I intercollegiate teams, including former NCAA champions from Boston College, Boston University, and the University of Maine. The league is currently enjoying an unprecedented run of success, having sent 11 teams to the NCAA Frozen Four over the past six years and drawing sellout crowds for the annual Hockey East Championship Tournament at Boston's FleetCenter.

Booming business for both Hockey East and Bickford's has enabled each to forge a corporate relationship that is sure to broaden their shared status as New England icons.

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