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PRESS RELEASE

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CHAMPIONSHIP TICKETS NOW ON SALE ***FleetCenter prepares for sellout crowds for semifinals and final***

In anticipation of the same unrivaled fan enthusiasm that has tested the FleetCenter's capacity for its past five tournaments, the Hockey East Association is pleased to announce that tickets to the 2004 Hockey East Championship Tournament are now on sale. Championship tickets can be purchased in person at the FleetCenter box office, via phone through Ticketmaster (617-931-2000), or online at HockeyEastOnline.com or Ticketmaster.com.

The tournament semifinal games will take place on Friday, March 19th, and are scheduled to face-off at 5:00 p.m. and 8:00 p.m. The ticket prices of \$15/\$21* per seat in the balcony or \$28 per seat in the loge include admission to both semifinal games.

Winners of the semifinals will advance to the title game at 7:00 p.m. on Saturday, March 20th, to determine the winner of the 2004 Lamoriello Trophy. Ticket prices will again be \$15/\$21* for balcony seats and \$28 for loge. For both events, a \$5 discount* on balcony seats will be available to groups of 15 or more people and to students with a valid ID from any Hockey East member institution.

"Last year, we were pleased to see brisk December sales as many fans used tournament tickets as holiday gifts," said Hockey East Commissioner Joe Bertagna. "With the semifinal sellout last March — and our earliest on-sale date ever — we expect even better sales this holiday season."

The 2003 tournament was another classic as the University of New Hampshire successfully defended its first Hockey East Tournament title, defeating the Boston University Terriers, 1-0 in overtime, in the title game. A record crowd of 34,328 witnessed the two nights of FleetCenter action in 2003 and similar crowds are expected in 2004.

League executives have strongly recommended that fans procure their tickets early for what promises to be one of the most exciting events of the 2003-04 college hockey season.

*Under 2004 pricing, all loge seats are \$28; balcony seats have a two-tiered pricing structure, with the first six rows priced at \$21 and all other balcony seats priced at \$15. Students may apply their \$5 discount to all balcony seats while groups (15 or more people) may only apply their discounts for the \$15 tickets. There are no discounts for loge seats.

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