



PRESS RELEASE

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WYNTERS PROMOTED TO DIRECTOR OF MARKETING ***Former Assistant Commissioner returns to full-time duty at Hockey East***

Hockey East is pleased to announce the promotion of Kathleen Wynters to the newly-created full-time position of Director of Marketing and Special Events. In this new role, she will be responsible for league marketing initiatives, including corporate sponsorships and other business relations. After serving the past two years in a part-time role, Wynters becomes just the league's third full-time employee, representing Hockey East's desire to devote more resources to maximizing branding and marketing opportunities.

Wynters previously served as Hockey East's Assistant Commissioner from 1988 to 1991, before going on to work for the New Jersey Devils of the NHL. There, she spent three years as Marketing Director, responsible for licensing and souvenir merchandising. Wynters also spent five years away from athletic administration as Marketing Manager for PictureTel Corporation, where she was responsible for tradeshow, seminars and special events.

"We're very excited that Kathy has chosen to accept, and indeed embrace, this new challenge," said Commissioner Joe Bertagna, who collaborated with Wynters to organize the successful ECAC-Hockey East HockeyFest championships of the early 1990s. "I have always enjoyed working with her and I am confident she will be an immediate asset to us in this new capacity."

A native of Quincy, Mass., the former Kathy Walsh earned a B.S. degree in marketing from Providence College in 1982. She began her career as an undergraduate with an internship with the men's hockey team. After completing her degree, she served the Friars first as Assistant Sports Information Director and later Director of Athletic Marketing. While at Providence, Wynters served as director of the inaugural Hockey East championship tournament in 1985, and as coordinator of the NCAA Men's Frozen Four Ice Hockey Championship, which Providence College hosted at the Providence Civic Center in 1986.

Wynters and her husband Chuck, a former Hockey East official, are the parents of two children: daughter Annie (12) and son C.J. (11). The Wynters family resides in Waltham, Mass.

The Hockey East Association is a nine-team, Division-I men's college hockey conference, with offices based in Wakefield, Mass. Founded in 1983, the league recently celebrated its 20th anniversary season, and has won four NCAA championships in the past 12 years. The conference also sponsors a women's league, founded in 2001, which will feature eight Division-I programs in 2005-06.

Transactions:

Hockey East – Names Kathleen Wynters Director of Marketing and Special Events

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