



# PRESS RELEASE

**Noah Smith**  
**Director of Media Relations**  
**Hockey East Association**  
591 North Ave – #2  
Wakefield, MA 01880  
Phone: (781) 245-2122  
[nsmith@HockeyEastOnline.com](mailto:nsmith@HockeyEastOnline.com)

FOR IMMEDIATE RELEASE: JANUARY 5, 2006

## **SCOREBOARD GOES LIVE ON WEB AND WIRELESS** *Near real-time scores and highlights now available to all users*

Culminating a process of steady development, the Hockey East Association is pleased to announce the formal launch of its live online scoreboard.

The scoreboard, which was used on an experimental basis throughout 2005, features near real-time scores and statistical highlights from all games involving Hockey East teams, mimicking the function of scroll texts on several sports television stations. It is in operation whenever two or more games involving Hockey East teams are occurring simultaneously.

The online scoreboard can be accessed by any user through the league's web site, [HockeyEastOnline.com](http://HockeyEastOnline.com). There is also a link to a printable scoreboard that features additional statistical highlights. The main scoreboard usually remains posted until 10:30 p.m. on most evenings, when game stories and box scores are posted.

The most recent development in the process is the addition of wireless compatibility. Handheld/wireless device users can access scores and highlights at [HockeyEastOnline.com/w.php](http://HockeyEastOnline.com/w.php). Information there remains posted until noon of the next day, allowing wireless users to instantly access in-progress or final scores.

The new feature has been met with great reviews by coaches, administrators, media and fans, who have been able to follow scores and highlights from around the league from virtually any location at any time.

"This innovation grants the longest-standing wish of Hockey East fans and insiders alike," stated Commissioner Joe Bertagna. "Live scores are finally available in one easily-accessible place."

The Hockey East Association is a 10-team, Division-I college hockey conference, with offices based in Wakefield, Mass. Founded in 1983, the league has won four NCAA championships in the past 13 years. The league also sponsors an eight-team women's league which began play in 2002-03.

– [HockeyEastOnline.com](http://HockeyEastOnline.com) –