



PRESS RELEASE

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Turfer Athletic signs on as a Hockey East sponsor *Rhode Island company to design outerwear line for member schools*

Hockey East Commissioner Joe Bertagna has announced a new three-year agreement with Turfer Athletic, a Rhode Island-based outerwear company, to design a special line of athletic clothing for the league.

"It's always exciting to bring a new partner to Hockey East, especially one with the commitment to quality that Turfer has consistently demonstrated," said Bertagna. "We look forward to working with them and building a strong relationship over the next three seasons."

The agreement calls for Turfer to be designated as the "Official Outerwear Supplier of Hockey East" in all league publications and through special league promotions. The league will also provide Turfer with a retail avenue through the league's web site - HockeyEastOnline.com - for consumers.

In return, Turfer will create a custom collection dedicated to Hockey East schools, which will be offered through special pricing programs. Each collection will consist of long- and short-sleeved polo and moisture-management shirts, fleece and performance jackets and pullovers, and additional items including stadium blankets, scarves, caps and headbands. The firm will also sponsor the Turfer Athletic Trophy, to be given to the team, player or coach who best represents "tenacity, commitment and innovation."

"All of us at Turfer are proud to be part of such an outstanding organization and are thankful for the opportunity to be named 'Official Outerwear of Hockey East,'" said Glenn Cook, President of Turfer Athletic. "This sponsorship agreement with Hockey East aligns Turfer's core values of community involvement, reputation of excellence and the competitive spirit of both organizations."

The company, which is headquartered in Bristol, R.I., has been supplying the sports community with pioneering apparel for the past 40 years. Turfer's contract with Hockey East will ensure that the 11 member schools, including both men's and women's programs, will have a distinctive line representing each institution, while providing a unified look for the league.

The Hockey East Association is a Division-I college hockey conference, representing 10 men's teams and eight women's teams, with offices based in Wakefield, Mass. Founded in 1983, the league has won four men's NCAA championships in the past 14 years.

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