



PRESS RELEASE

Brion O'Connor
Director of Public Relations
Hockey East Association

591 North Ave – #2
Wakefield, MA 01880
Phone: (781) 245-2122
Cell: (978) 609-7224

boconnor@HockeyEastOnline.com

FOR IMMEDIATE RELEASE: FEBRUARY 27, 2007

B2 NETWORKS TO STREAM HOCKEY EAST PLAYOFF GAMES

WAKEFIELD, MA – Hockey East and B2 Networks announced today that all but one of the Hockey East men's quarterfinals and both games of the Women's Hockey East semifinals will be broadcast live worldwide via streaming on B2 Networks.

"We have a growing fan base outside of New England and we are always looking for ways to bring our games to them," said Hockey East Commissioner Joe Bertagna. "This partnership will allow our parents, alumni, and the greater hockey community to enjoy our playoffs in a way never before available."

Due to contractual obligations with the league's television partner, NESN, the streaming videos won't be offered for the women's championship game on Sunday, March 4, a single Friday men's quarterfinal game on March 9 (the exact game to be determined at a later date), and the men's semifinals and championship game on March 16-17. Those games will all be carried live by NESN or NESN partners. However, the remaining men's and women's Hockey East games will be available online through B2 Networks.

"B2 Networks is honored to be able to partner with Hockey East, allowing their fans to watch every more postseason hockey than ever before," said Bruce LeVine, B2 Networks' Senior Vice President of Sports. "Beginning with the opening face off of the women's semi finals until the final buzzer of the last men's quarterfinal game, B2 will do everything within our power to bring a great two weeks of hockey to fans anywhere in the world."

Fans looking to catch the Hockey East quarterfinals and Women's Hockey East semifinals via B2 will need a high-speed internet connection and Windows Media Player 9 or higher. All games will be available for the normal B2 rate of \$6, although B2 is offering a special package for all men's quarterfinal games (minus the Friday night NESN telecast) for \$30. All games can be accessed through the league's website, www.hockeyeastonline.com, by clicking on the B2 logo.

ABOUT HOCKEY EAST

The Hockey East Association is a 10-team, Division I college hockey conference, with offices based in Wakefield, MA. The programs include: Boston College, Boston University, the University of Maine, the University of Massachusetts, UMass Lowell, Merrimack College, the University of New Hampshire, Northeastern University, Providence College, and the University of Vermont. 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. The women's programs include: Boston College, Boston University, the University of Connecticut, the University of Maine, the University of New Hampshire, Northeastern University, Providence College and the University of Vermont.

ABOUT B2 NETWORKS

B2 Networks is a premier provider of reliable and secure international television and video broadcasting systems, pay per view and billing systems, and currently stream Hockey East games through member institution Vermont. The company's network of arenas, stadiums, local venues, billing systems and data centers are currently in use to distribute live events to personal computers, mobile devices and television screens around the world. Working with organizations such as the National Lacrosse League, the AHL, ECHL, UHL, USHL and NCAA institutions, B2 has established itself as a leader in innovative direct to home, mobile and television broadcasting. For information about B2 Networks, visit www.b2now.com.



– HockeyEastOnline.com –