



Celebrating 25 Years of Success

PRESS RELEASE

PETER SOURIS
Director of Public Relations
Hockey East Association

591 North Ave – #2
Wakefield, MA 01880

Office: (781) 245-2122

Cell: (603) 512-1166

psouris@HockeyEastOnline.com

For Immediate Release: Thursday, January 9, 2009

SWING JUICE NAMED OFFICIAL PARTNER OF HOCKEY EAST

PROVIDENCE, R.I. - Swing Juice, a Rhode Island-based hybrid energy drink, has signed on as an official sponsor of Hockey East. The announcement was made Thursday afternoon by Eident Sports Marketing, the official sports marketing agency of the Hockey East Association.

Led by 2008 National Champion Boston College Eagles, Hockey East is the premier Division I college hockey conference in the country. The conference is celebrating its 25th anniversary this season.

"Swing Juice is a great addition to our growing list of corporate partners," said Hockey East Commissioner Joe Bertagna. "We are pleased to have them on board."

"Our partnership with such a prestigious conference, will allow us expand the scope of our brand and provide tremendous exposure to the conference's dedicated fan base," said Jon Mason, founder/CEO of Swing Juice Hybrid Energy Drink.

About Swing Juice

Swing Juice is a hybrid energy drink designed with a specific blend of all natural ingredients to help with an athlete's focus, stamina and energy ahead of and during competition. It is also a healthier choice than most other energy and sports drinks by containing less caffeine, less sugar and no sodium. For a list of ingredients and more information, including how to order, visit www.swingjuice.com. The product is available at many fine retailers and golf courses throughout New England.

About Eident Sports Marketing

Eident Sports is a full-service event management and sports marketing company based in Providence, Rhode Island. Eident has several properties in the region, ranging from turn-key sporting events to sponsorship sales alliances with key partners. For more information on Eident's events and offerings, please visit www.eidentsports.com

- HockeyEastOnline.com -