



PRESS RELEASE

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~ LIBERTY HOTEL NAMED OFFICIAL FAN HOTEL OF MEN'S HOCKEY EAST CHAMPIONSHIP ~

WAKEFIELD, Mass. - The Liberty Hotel, a luxury hotel located in Boston's Beacon Hill neighborhood, has signed on as the Official Fan Hotel of the 2010 Men's Hockey East Championship. The announcement was made Tuesday by Eident Sports Marketing, the official sports marketing agency of the Hockey East Association. As part of the partnership, The Liberty Hotel will offer special rates throughout the tournament, March 18-21, 2010. Hockey East fans can log onto www.hockeyeastonline.com and click on the Liberty Hotel link to receive this rate.

Consistently labeled the strongest conference from top to bottom, the Hockey East Association is entering its 26th season and boasts the last two NCAA Champions, Boston College in 2008 and Boston University in 2009.

"The Liberty Hotel 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."

"Partnering with a prestigious event like the Men's Hockey East Championship will allow us to expand the scope of our property and provide our hotel tremendous exposure to the conference's dedicated fan base," said Sean Reardon, Director of Sales and Marketing at The Liberty Hotel.

Once the storied Charles Street Jail, the 300 room Liberty Hotel is a Four Diamond luxury hotel located in the heart of Boston's Beacon Hill neighborhood. The Liberty Hotel welcomes each visitor with its rich history, a team of passionate Boston natives, beautifully-appointed rooms and the latest in modern technology. The ideal place for a quintessential Boston experience and home to four drinking and dining venues, the hotel is within walking distance to the TD Garden.

The Hockey East Association is a 10-team Division I college men's hockey conference and an eight-team Division I women's league which began play in 2002-03. Founded in 1983, the men's league has won six NCAA championships in the past 17 years.

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

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