



For Immediate Release
September 16, 2009

SUN LIFE FINANCIAL TO BE TITLE SPONSOR OF 'SUN LIFE FROZEN FENWAY'
Series of events to feature first-time-ever outdoor Hockey East college hockey games and two City of Boston community skating events

BOSTON, MA – Fenway Sports Group and the Hockey East Association announced today that Sun Life Financial, a leading international financial services company, will be the title sponsor of the *Sun Life Frozen Fenway* series of events at Fenway Park in January 2010. The events include the first two outdoor college hockey games for Hockey East affiliated schools and two City of Boston community skating events.

"We are thrilled at Sun Life Financial's commitment in making this unique and exciting event possible," said Fenway Sports Group President Sam Kennedy. "*Sun Life Frozen Fenway* will not only showcase the very best talent that college hockey has to offer but will also make it possible for hundreds of children and families to lace up their skates and take the ice for free community skating on the rink at *America's Most Beloved Ballpark* thanks to Mayor Menino and the City of Boston."

The *Sun Life Frozen Fenway* college hockey doubleheader will take place at Fenway Park on January 8, 2010. The doubleheader will include the first ever women's ice hockey matchup outdoors when the University of New Hampshire takes on Northeastern University at 4:00 p.m. Later that night, at 7:30 p.m., the past two men's NCAA Division I Ice Hockey champions, Boston University and Boston College, will be featured in the first ever Hockey East men's ice hockey game outdoors, which will also be broadcast live on NESN (New England Sports Network). In addition to the college hockey doubleheader, Sun Life will also be the presenting sponsor of the Hockey East Gala event on Thursday January 7th.

"Based in Boston, we know firsthand the significance of these games and are excited to present this unique opportunity to the collegiate teams and fans," said Jon Boscia, President, Sun Life Financial. "The additional opportunity to bring to the community an unforgettable experience to skate inside Fenway Park is a real honor."

The public ticket sale for the *Sun Life Frozen Fenway* college hockey doubleheader will begin tomorrow, Thursday, September 17, 2009 at 12:00 noon. Fans may purchase tickets by visiting www.tickets.com/fenwayhockey. Ticket prices range from \$5.00 to \$90.00, with over two-thirds of the ballpark priced at \$50.00 or less.

"We are very happy that Sun Life Financial has stepped up to support what we think will be the signature event of college hockey's regular season," said Hockey East Commissioner Joe Bertagna. "We know the teams will give us what we have come to expect from our athletes."

Now, through the generosity of Sun Life Financial, we have a chance to enhance the entire program of events for participant and spectator alike."

"We are delighted to kick off our Hockey East Friday Night schedule with such an exciting and historic event," said Sean McGrail, NESN President/CEO. "Sun Life Financial's sponsorship of our coverage will make it possible for college hockey fans everywhere to be a part of and to witness college hockey history in the making."

Sun Life Frozen Fenway will also include two City of Boston Community skating events on dates to be announced. These events have been made possible through a community partnership between Mayor Thomas M. Menino and the City of Boston, the National Hockey League, the Boston Bruins and the Hockey East Association. More information about the City of Boston Community skating events will be released shortly.

About Sun Life Financial

Sun Life Financial is a leading international financial services organization providing a diverse range of protection and wealth accumulation products and services to individuals and corporate customers. Chartered in 1865, Sun Life Financial and its partners today have operations in key markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China and Bermuda. As of June 30, 2009, the Sun Life Financial group of companies had total assets under management of US \$341.9 billion. Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under ticker symbol SLF. Visit Sun Life Financial's website at www.sunlife-usa.com.

About the Hockey East Association

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.

About Fenway Sports Group

Fenway Sports Group (FSG) is a wholly owned subsidiary of New England Sports Ventures (NESV). In addition to Fenway Sports Group, NESV owns the Boston Red Sox, Fenway Park, and 80 percent of New England Sports Network. A premier sports-management organization headquartered in Boston, FSG specializes in representation, sponsorship sales, event marketing, and strategic marketing consulting for corporations who conduct business in sports and entertainment. For more information please visit www.FenwaySportsGroup.com.

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