



PRESS RELEASE

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~ SPORTSTAPE NAMED OFFICIAL TAPE SUPPLIER OF HOCKEY EAST ~

WAKEFIELD, Mass. - SPORTSTAPE, the sole provider of hockey tape with “Sports Tack” adhesive and “OPS-Plus” adhesive, has been named the official hockey tape supplier of the Hockey East Association. The announcement was made on Wednesday by Eident Sports Marketing, the official sports marketing agency of the Hockey East Association.

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.

“SPORTSTAPE is a wonderful addition to our growing list of corporate partners,” said Hockey East Commissioner Joe Bertagna. “We are pleased to have them as part of the Hockey East family.”

“SPORTSTAPE is proud to be an official partner of the Hockey East Association. SPORTSTAPE has produced quality hockey tape, skate laces and accessories for professional hockey teams for nearly three decades. We are excited to bring our experience and products to the premier collegiate hockey conference in the country,” said Bill Cowtan of SPORTSTAPE.

SPORTSTAPE is the athletic products division of Canadian Technical Tape Ltd., and has been selling a range of tape & related products to hockey markets in Canada, the USA and Europe for over 25 years. Focusing on professional leagues, SPORTSTAPE is a prime hockey tape supplier to many NHL & AHL teams, as well as being the exclusive supplier to the ECHL. In the European market, SPORTSTAPE has been supplying both professional & National teams since 1985.

Privately owned Canadian Technical Tape Ltd. is a producer of self-adhesive tapes, with manufacturing sites in Montreal Quebec, Cornwall Ontario, and Johnson City Tennessee. Established in 1950, and with over 400 employees, the company supplies its pressure sensitive adhesive tapes to markets in over 40 countries around the world.

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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