



# PRESS RELEASE

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## **~BOTH GAMES OF SUN LIFE FROZEN FENWAY TO BE BROADCAST LIVE IN HD BY NESN ~**

**BOSTON** - The Hockey East Association and the New England Sports Network (NESN) announced on Thursday that NESN will produce and broadcast both games of the Sun Life Frozen Fenway Hockey East doubleheader live from Fenway Park on Friday, January 8, 2010.

NESN's six and a half hours of live coverage will originate from Fenway Park and start at 4pm with the women's game between the University of New Hampshire and Northeastern University, followed by a women's post-game show/men's pre-game show. The women's game will mark the first in NCAA history to be played outdoors. Cross-town rivals Boston University and Boston College will square off at 7:30pm for the men's game. Tickets for the event sold out in just one week. NESN wraps up its coverage with a special Frozen Fenway post-game show after the men's game followed by SportsDesk. All of the coverage will be presented in high definition.

"This is a terrific development in our continued commitment to promoting women's ice hockey," said Hockey East commissioner Joe Bertagna. "We appreciate NESN stepping up to originate this broadcast, as well as their efforts in helping to secure coverage outside New England, bringing this historic game to an even broader audience."

"The Sun Life Frozen Fenway Hockey East doubleheader is an historic event and a thrilling way for us to kick-off our Hockey East Friday Night schedule in 2010," said Joel Feld, NESN's executive vice president of programming and executive producer. "With an unprecedented women's game as the opener and the past two NCAA champions in the nightcap, college hockey fans throughout the country will be able to witness history in the making on NESN."

Including the two Sun Life Frozen Fenway games, NESN will air 24 games in the 2009-10 season involving Hockey East teams, which includes both of the men's and women's Hockey East Championship Games on March 20 and March 7, respectively.

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