



PRESS RELEASE

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~ **TOTAL HOCKEY NAMED OFFICIAL PARTNER OF HOCKEY EAST** ~

WAKEFIELD, Mass. - Total Hockey, a hockey equipment retailer, has signed on as an official sponsor of the Hockey East Association. The announcement was made recently by Eident Sports Marketing, the official sports marketing agency of the Hockey East Association.

Total Hockey, the exclusive ice hockey equipment provider for USA hockey, offers ice hockey, inline hockey and goalie equipment.

"Total Hockey is a great addition to the Hockey East family," said Hockey East Commissioner Joe Bertagna. "We are pleased to welcome them aboard this year."

"Total Hockey's partnership with Hockey East will allow us to expand the scope of our brand and provide tremendous exposure to the conference's dedicated fan base," said Michael Benoit, president of Total Hockey.

Total Hockey is a privately held hockey equipment retailer based in St. Louis, Mo., dedicated to providing the latest in hockey equipment, superior quality merchandise and excellent customer service. Committed to growing the game of hockey, Total Hockey initially partnered with USA Hockey in 2008 as The Official Ice Hockey Equipment Retailer of USA Hockey and, in 2009, became The Exclusive Ice Hockey Equipment Retailer of USA Hockey. Also in 2008 and 2009, Inc. magazine named Total Hockey one of the fastest growing privately owned companies in the United States. Founded in 1998, Total Hockey has embarked on a broad-scale expansion in specialty hockey operations through seven retail stores in the greater St. Louis and Chicago areas, as well as reaching customers worldwide through an e-commerce facility at totalhockey.net. For more information, call toll-free at 866.929.6699.

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, R.I. 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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