



PRESS RELEASE

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For Immediate Release: Thursday, February 11, 2010

~ GLADIATOR NAMED OFFICIAL PARTNER OF HOCKEY EAST ~

WAKEFIELD, Mass. - Gladiator by Sport Guard Inc. 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. Gladiator is now the official mouthguard of the Hockey East Association.

"Gladiator is committed to educating coaches, administrations, trainers and student-athletes on safety and comforts of its mouth guards. They are a great addition to our growing list of Hockey East partners," said Hockey East Commissioner Joe Bertagna. "We are pleased to have Gladiator on board."

"Gladiator is thrilled to be a part of Hockey East. Our new partnership with Hockey East offers a great opportunity for Gladiator to extend our expertise to Hockey East's players, coaches, trainers and their dedicated fan base. Gladiator is committed to the athletes of Hockey East and will remain on the cutting edge of design and development of custom mouthguards," said Bobbie Quinn, Gladiator Co-founder.

Gladiator, by Sport Guard International (SGI), is located in Philadelphia, Pa. Our 5,000 sq. ft. facility has serviced the dental industry for over 30 years. Now, with our Gladiator Impression System, SGI can offer custom fitted mouth guards directly to the end users. We are the largest and most experienced consumer direct custom mouth guard company in the U.S. and are the experts in the production of custom, heat and pressure laminated mouth guards. The Gladiator is worn by athletes of all ages in every sport. We are a proud member of The Academy for Sports Dentistry, an association dedicated to the prevention of oral injury. Gladiator's latest catalog can be found online at www.customguards.com.

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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