



Celebrating 25 Years of Success

PRESS RELEASE

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HOCKEY EAST AND NESN ANNOUNCE PARTERSHIP WITH ROGERS SPORTSNET

WAKEFIELD, Mass. - The Hockey East Association in conjunction with the New England Sports Network (NESN) announced a partnership for the remainder of the 2008-09 season with Rogers Sportsnet to air Hockey East games throughout Canada, including the 25th annual Hockey East Tournament at the TD Banknorth Garden on March 20 and 21.

"This is a terrific development for our league and we appreciate NESN's efforts to make this happen," said Hockey East commissioner Joe Bertagna. "Perhaps a young Canadian hockey player will watch these games and proudly don a Hockey East jersey somewhere down the line."

Sportsnet's coverage will kickoff on Feb. 20 with Boston College at UNH live on Sportsnet East and Sportsnet Ontario. The following week, Massachusetts hosts Boston University on Feb. 27 that will also air live on Sportsnet East and Sportsnet Ontario. On February 28, UNH hosts Merrimack at the Whittemore Center and that game will be shown on a tape delayed basis on Sunday morning on all of Sportsnet's channels. On March 6, BC at Northeastern will be live on Sportsnet East and Sportsnet Ontario.

NESN will provide the Hockey East feed every Friday that will be broadcast in 8.5 million homes throughout Canada.

"Sportsnet is pleased to take the plunge to broadcast NCAA Hockey. We remain optimistic that the level and quality of hockey shall resonate with our audience," says Dave Akande, VP of Content at Rogers Sportsnet.

The 25th annual Hockey East Tournament first semifinal at 5 p.m. will be broadcast live by Sports West and Sportsnet Pacific and the second semifinal at 8 p.m. will be aired live on Sportsnet East, Ontario and Pacific. The 25th Hockey East Championship Game will also be aired tape delayed throughout Canada on Sunday morning.

"Hockey East is the NCAA's strongest conference and NESN has had a long and successful tradition of televising their hockey games here in New England," said Joel Feld, NESN's executive vice president of programming and executive producer. "We are proud to partner with Rogers Sportsnet to extend the reach of our Hockey East broadcasts to the great hockey fans in Canada."

The Hockey East Association is a 10-team, Division-I college hockey conference, with offices based in Wakefield, Mass. Founded in 1983, the league has won five NCAA championships in the past 16 years. The conference also sponsors an eight-team women's league which began play in 2002-03.

Rogers Sportsnet is comprised of four channels designated by geographic region. The four channels, consisting of Sportsnet East (Quebec and Atlantic Provinces), Sportsnet Ontario, Sportsnet West (Manitoba, Saskatchewan, Alberta, Nunavut and Northwest Territories), and Sportsnet Pacific (British Columbia and Yukon) focus primarily on their region's home-teams. Sportsnet is the #1 sports network in British Columbia and the #3 ranked specialty channel in Canada. NHL Fans turn to Sportsnet for regional, high definition coverage of the Toronto Maple Leafs, Vancouver Canucks, Ottawa Senators, Calgary Flames, Edmonton Oilers and the In addition, the Toronto Blue Jays are available in high definition nationally. Sportsnet is the destination for Canadian Hockey League games including the Ontario Hockey League, the Western Hockey League and the Quebec Major Junior League. Viewers also receive HD live-event coverage of the Vancouver 2010 Winter Olympic Games, 2012 Summer Olympics Games, 2009 World Baseball Classic and National Football League. Sportsnet also broadcasts the English Premier League, Major League Soccer's Toronto FC, and Canadian Soccer. Sportsnet Connected is the network's nightly news program airing in high-definition, providing regional coverage of the day's events in the world of sports. Fans that want to get Connected to their home teams choose Rogers Sportsnet and sportsnet.ca for news, highlights and live-events.

NESN is owned by the Boston Red Sox and Boston Bruins and is delivered to over four million homes throughout the six-state New England region and nationally via DirecTV and Dish Network. The definitive home for New England sports programming, NESN is the television home of the Red Sox and Bruins and is the top rated regional sports network in the country. The network and its website, NESN.com, produce award winning content including, NESN SportsDesk a daily sports news program, over 100 NESN University college sporting events annually and distinctive Original NESN Entertainment (ONE) productions.

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