



PRESS RELEASE

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~ **ATHLETIC REPUBLIC NAMED OFFICIAL PARTNER OF HOCKEY EAST** ~

WAKEFIELD, Mass. - Athletic Republic, the industry leader in performance sports training, has signed on as the official provider of performance sports training to Hockey East. The announcement was made recently by Eident Sports Marketing, the official sports marketing agency of the Hockey East Association.

Athletic Republic, the nation's leading franchisor of science-based performance sports training centers, opened 17 franchises in November 2009 and now has 160 training facilities world-wide. Plans are underway to open additional training centers in 2010.

Nearly 700,000 athletes have trained in Athletic Republic's centers. The company's sports science methodology has helped advance thousands of hockey players, including more than 500 professionals.

"Athletic Republic is a great addition to Hockey East," said Hockey East Commissioner Joe Bertagna. "We are pleased to have them on board."

"This partnership is a perfect fit. The passion for developing hockey player is the foundation for both Athletic Republic and Hockey East," said Tad O'Had, vice president of hockey, Athletic Republic. "For nearly 30 years Hockey East has performed at the highest level of collegiate hockey. We are pleased to be part of the tradition of excellence."

Athletic Republic is the nation's leading franchisor of science-based performance sports training centers. Over 680,000 athletes, including 512 professional hockey players, have taken advantage of its individualized, sport-specific training programs to enhance their speed, power and agility to gain more than just a step on their competition.

For more information about its approach to helping athletes develop a competitive advantage and its New England locations visit www.athleticrepublic.com, or contact our VP of Hockey Tad O'Had at (509) 961-0574.

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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