



# PRESS RELEASE

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**For Immediate Release:** Wednesday, February 3, 2010

## ~ **TORSPO HOCKEY NAMED OFFICIAL PARTNER OF HOCKEY EAST** ~

**WAKEFIELD, Mass.** - Torspo Hockey International 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.

Torspo Hockey ([www.torspo.com](http://www.torspo.com)), which designs and manufactures hockey products, will be the presenting sponsor of the Hockey East All-Decade Team, to be announced during the men's Hockey East Finals at the TD Garden, March 20. The team will be selected through online fan balloting on [www.hockeyeastonline.com](http://www.hockeyeastonline.com) and by a selection committee.

"Torspo Hockey International is a great addition to Hockey East," said Hockey East Commissioner Joe Bertagna. "Their focus on history, heritage and tradition is synonymous with the Hockey East Association and a perfect fit. We are happy to have them on board."

"We are pleased to partner with Hockey East, a premiere collegiate hockey conference. This is a great opportunity for Torspo to be in front of Hockey East's dedicated fan base and generate increased exposure for our company," said Dave Smallwood, Senior Vice President of Sales and Marketing, Torspo Hockey.

TORSPO Hockey International, Inc. originated in Finland and Sweden in 1970 and developed into one of Europe's most recognizable brands during the 1970's, 1980's and into the 1990's. Brand recognition and acceptance was the highest in Scandinavia, USSR, Europe and North America. The products were used by leading professional players in international competition and the Olympic Games. Following a period of success, the brand was shut-down in the early 1990's due to bankruptcy of the prior owner. From 2003 to 2006, the Company acquired the trademark rights to TORSPO in the United States, Canada, the European Union, Switzerland, and Russia. In 2007 the Company formed to reintroduce a high quality, authentic European brand of ice hockey and recreational products.

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](http://www.eidentsports.com).

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