



NEWS RELEASE

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January 17, 2019

FOR IMMEDIATE RELEASE

ECAC Hockey Announces Partnership with SquadLocker

ALBANY, N.Y. - ECAC Hockey announced Wednesday that it has agreed to a partnership with leading gear and apparel company, SquadLocker. The deal extends through the end of the 2018-19 season.

"We are thrilled to be partnering with SquadLocker to provide high-quality apparel in our online shop," said ECAC Hockey Commissioner Steve Hagwell. "Their dedication to providing excellent customer service and streamlined purchasing/shipping will be a great step forward for our league and its fans."

As part of the partnership, ECAC Hockey and SquadLocker have re-designed the league's online store, where student-athletes, parents, and fans will have the opportunity to purchase league branded gear from some of the top sports brands. In addition, SquadLocker will also provide the Championship gift cards for both the ECAC Hockey men's and women's championships in 2019.

"We are proud to be part of such an outstanding organization and are thankful for the opportunity to be named ECAC Hockey exclusive online partner," said Glenn Cook, national sales director for SquadLocker. "The SquadLocker agreement with ECAC Hockey aligns with SquadLocker core values of community involvement, reputation for excellence and the competitive spirit of both organizations. Partnering with the ECAC Hockey is another great example of our commitment to forging best-in class partnerships between the Conference and their partner schools to serve the needs of our customers and its fans."

SquadLocker, offering a selection of more than 30,000 items from brands such as Under Armour, Champion, Nike, Adidas, Warrior, Badger, Mizuno USA, and more, has become the destination for coaches looking for more time to mentor athletes and parents looking to quickly pick brands and styles, upload a logo and promote and share an instant free online store. Transforming consumer buying behavior, SquadLocker provides an easy-to-use 3-step flow for selecting product, uploading a logo, and promoting the instant online store, making it as easy as possible for parents to purchase gear directly.

ABOUT ECAC HOCKEY

Established in 1961-62, ECAC Hockey is home to elite student-athletes from 12 of the nation's most prestigious institutions: Brown University, Clarkson University, Colgate University, Cornell University, Dartmouth College, Harvard University, Princeton University, Quinnipiac University, Rensselaer Polytechnic Institute, St. Lawrence University, Union College, and Yale University.

ABOUT SQUADLOCKER

From mathlete to athlete, SquadLocker makes it easy to outfit any team or organization in two weeks or less. SquadLocker's instant online stores that never close serve up the world's best apparel and gear brands, decorated with your specific logos. Every store merchandising and logo design is custom and free. Every order is processed individually with no minimums. With user dashboard features like flexible fundraising, logo library, store management rights sharing and other cutting edge, time saving, program management tools, SquadLocker has changed the way Commissioners, Athletic Directors, Coaches, Parents, Captains and Club Leaders manage their group's decorated apparel and gear needs. All orders are fulfilled from SquadLocker's wholly owned state of the art facility in Warwick, R.I. using proprietary software and decoration techniques.

