



FOR IMMEDIATE RELEASE:

Oct. 8, 2008

Contact: Deb Weinreich, Eident Sports Marketing, 401/437-8881

Naukabout Named Official Partner of Hockey East

Providence, RI – Naukabout, a New England-based lifestyle apparel company, has signed on as Official Partner of Hockey East. The announcement was made recently by Eident Sports Marketing, the official sports marketing of Hockey East.

Led by 2008 National Champion Boston College, Hockey East is the premier Division I College hockey conference in the country. The conference is celebrating its 25th anniversary this season.

“We are pleased to welcome Naukabout to our growing roster of corporate partners,” said Hockey East commissioner Joe Bertagna. “I’m sure they will enjoy the relationship in this our 25th anniversary season.”

“Partnering with such an elite program as Hockey East provides Naukabout a tremendous opportunity to brand and market our products to an audience that embodies what our company is all about,” said Adam Conley, director of operations, Naukabout. “We are extremely excited about our partnership with Hockey East and our growing relationship with Eident Sports Marketing.”

The 2008-2009 Hockey East season began this month and culminates with Hockey East Championships, March 20-21, 2009 at the TD Banknorth Garden in Boston.

About Naukabout, LLC

Naukabout is a lifestyle company that offers active, casual & outdoor clothing for men, women and children. The company incorporates an ideal that embodies one's most memorable moments, places and life adventures. The Naukabout brand is committed to creating a community founded on Naukabout moments, encouraging people to answer the questions: "Where and how do you Naukabout?" Founded in 2007, Naukabout is a private company headquartered in Cape Cod, Massachusetts & Ponte Vedra Beach, FL,

with its corporate office in Rhode Island. For more information, please visit www.naukabout.com.

About Eident Sports Marketing

Eident Sports is a full-service event management and sports marketing company based in Providence, Rhode Island. 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