



NEWS RELEASE
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ONEGOAL REPORTS RISE IN PARTICIPATION IN HOCKEY ACROSS NORTH AMERICA AGAIN IN 2010

Increase in membership with kids ages 4-8 sees back-to-back growth years

MONTREAL, CANADA June 24, 2010 — USA Hockey and Hockey Canada recently reported growth in hockey membership for the 2009-10 season — a trend that OneGoal is happy to report *and* support. For USA Hockey's eight-year old and under membership, there were an estimated 95,774 members in the 8 and under age group for the past year.

This is a 4.5 percent increase from last year's totals and the age group has posted back-to-back growth years for the first time in more than 20 years. By the end of the 2010-2011 season, USA Hockey hopes to increase their membership to over 100,000 in the eight and under age category.

"USA Hockey is focused on introducing more families to youth hockey, and we are pleased with the growth in our membership," says Pat Kelleher, USA Hockey's Assistant Executive Director of Membership Development and OneGoal's US Outreach Chair. "OneGoal, and specifically the starter equipment program, has allowed many families to participate in youth hockey without the initial cost of buying gear for their children."

Twenty-seven of USA Hockey's 34 affiliates experienced growth in the eight and under category last year, and USA Hockey rewarded their growth by donating 1,400 OneGoal equipment sets to help more kids get on the ice.

Hockey Canada is also in a growth year with an increase of 3,805 kids in the 8 and under age group, totaling 143,447 members in the age group in 2009. Over the past four years, Hockey Canada has added 31,613 members in the four to ten age group.

"We aren't resting on our sticks when it comes to leading, promoting and developing positive hockey experiences," says Hockey Canada's Glen McCurdie, Senior Director of Insurance and Member Services and member of OneGoal's Canadian Outreach Committee. "We're proud to play a role in continuing to bring young players onto the ice to experience the game."

ABOUT ONEGOAL

OneGoal is a nonprofit organization whose vision is to grow the sport of hockey by building awareness of the positive aspects of the game, and by helping to break down the barriers of entry into the sport. OneGoal's membership includes the National Hockey League (NHL), National Hockey League Player's Association (NHLPA), NHL Alumni, USA Hockey, Hockey Canada, hockey rinks, retailers and manufacturers.

OneGoal: Growing hockey across North America.