

CENTRAL COLLEGIATE HOCKEY ASSOCIATION

Lasting partnerships with Olympia Entertainment and FSN Detroit, the debut of the College Hockey Breakaway Weekend and the continued broadening of youth and fan involvement all serve as testament to the innovative and dynamic role that the Central Collegiate Hockey Association continues to play on the national hockey scene.

The CCHA, through a partnership with Olympia Entertainment, has a long-standing commitment from FSN Detroit to showcase the league's dozen schools in a professionally produced Game of the Week package and the nation's first conference television show, CCHA Weekly. CCHA hockey on FSN Detroit gets the same treatment, in terms of production qualities, as that enjoyed by professional sports. In 2002, FSN Detroit was honored for its exclusive coverage of the Oct. 6, 2001, outdoor college hockey game at Spartan Stadium in East Lansing, Mich. The 2004-05 season marked the exciting debut of the College Hockey Breakaway Weekend on FSN regional networks, DirecTV and Fox College Sports. Featuring unprecedented comprehensive coverage of multiple collegiate hockey conference tournaments, the coverage consisted of live semifinal and championship game telecasts from the CCHA and WCHA tournaments, plus continuous in-game updates from other leagues' post-season events. The College Hockey Breakaway Weekend reached 50 million homes.

The live games on College Hockey Breakaway Weekend originated from the CCHA Super Six, as well as the Xcel Energy Center in St. Paul, host facility of the WCHA Final Five. In addition to the FSN Detroit partnership, the CCHA's

television exposure continues to grow through programming pacts signed during the 2002-03 season with College Sports Television (CSTV) and Ontario, Canada-based Leafs TV. The CCHA was the 22nd college conference, and the first hockey conference, to strike an agreement with the nation's first 24-hour cable network dedicated exclusively to college sports. Meanwhile, a wide-ranging menu of games is a staple of action found on Leafs TV, which is owned and operated by the parent company of the NHL's Toronto Maple Leafs. The CCHA's television agreements augment existing initiatives that continue to expand well-developed strategies in television, print, radio and internet media. The "Inside the CCHA" radio show, produced in cooperation with AM 1270, "The Sports Station," in Detroit, Mich., was aired in seven CCHA markets this season, and also available weekly on the league's official web site.

CCHA.com, which offers fans, scouts, players and parents something new every day throughout the season, continues to enjoy prolific growth. The 2004-05 season was the first spent in partnership with College Sports Online, which allowed CCHA.com to pioneer the Gametracker feature. Gametracker, which allows fans to follow game statistics and play-by-play in real-time, proved to be immensely popular. CCHA.com averaged over nearly 40,000 unique visitors each month during the first four months of the season.

The CCHA Road to the Joe tour, a combined marketing effort of the Central Collegiate Hockey Association and Olympia Entertainment, hit the CCHA arena circuit for its third run. The "Road to the Joe" tour, created to promote the CCHA Playoff Championship

at Joe Louis Arena, consists of a mobile display, the Mason Cup Playoff Championship Trophy, CCHA Championship posters, a Tournament Fan Guide, ticket brochures, a hat giveaway and an Enter-to-Win contest. Fans had the opportunity to have their picture taken with 'College Hockey at the Joe' Mascot and the Mason Cup trophy.

In addition to the popular CCHA Kids' College Classic, a youth tournament that runs in conjunction with the CCHA Championship, the 2004-05 season saw the introduction of the CCHA Mite Jamboree. Each of the 24 mite teams participating in the Mite Jamboree, which is sponsored by RBK Hockey, play a game at Joe Louis Arena the weekend prior to the CCHA Championship. The CCHA Mite Jamboree was created as a means for mite teams to celebrate the end of their seasons, as mite teams do not play in a statewide tournament, as well as serving as an outlet to enhance youth involvement and interest in CCHA hockey. The CCHA's reputation as a primary developer of professional hockey talent is backed by impressive statistical evidence. Six CCHA players have been selected, on national television, in the first-round of the NHL draft in the past four years out of a total of 15 first-rounders in all of college hockey. In the absence of NHL hockey, five CCHA alumni were selected as American Hockey League All-Stars, while many other alumni played abroad.

Season after season, the Central Collegiate Hockey Association will continue to be extensively seen and heard by fans and the hockey establishment alike.



CENTRAL COLLEGIATE HOCKEY ASSOCIATION

23995 Freeway Park Drive, Suite 201
Farmington Hills, Mich. 48335

OFFICE: (248) 888-0600

FAX: (248) 888-0664

EMAIL: ccha@ccha.com

WEBSITE: www.ccha.com

CCHA ADMINISTRATION

COMMISSIONER:

Tom Anastos (tanastos@ccha.com)

DIRECTOR OF OFFICIALS: Brian Hart

DIRECTOR OF COMMUNICATIONS:

Fred Pletsch (fpletsch@ccha.com)

Home: (734) 451-9720

DIRECTOR OF SALES AND MARKETING:

Manon Rheume (mrheume@ccha.com)

COMMUNICATIONS MANAGER:

Courtney Welch (cwelch@ccha.com)



CCHA CHAMPIONS

REGULAR SEASON		TOURNAMENT	
2005-06	Miami (Ohio)	2005-06	Michigan State
2004-05	Michigan	2004-05	Michigan
2003-04	Michigan	2003-04	Ohio State
2002-03	Ferris State	2002-03	Michigan
2001-02	Michigan	2001-02	Michigan
2000-01	Michigan State	2000-01	Michigan State
1999-00	Michigan	1999-00	Michigan State
1998-99	Michigan State	1998-99	Michigan
1997-98	Michigan State	1997-98	Michigan State
1996-97	Michigan	1996-97	Michigan
1995-96	Lake Superior State, Michigan	1995-96	Michigan
1994-95	Michigan	1994-95	Lake Superior State
1993-94	Michigan	1993-94	Michigan
1992-93	Miami (Ohio)	1992-93	Lake Superior State
1991-92	Michigan	1991-92	Lake Superior State
1990-91	Lake Superior State	1990-91	Lake Superior State
1989-90	Michigan State	1989-90	Michigan State
1988-89	Michigan State	1988-89	Michigan State
1987-88	Lake Superior State	1987-88	Bowling Green State
1986-87	Bowling Green State	1986-87	Michigan State
1985-86	Michigan State	1985-86	Western Michigan
1984-85	Michigan State	1984-85	Michigan State
1983-84	Bowling Green State	1983-84	Michigan State
1982-83	Bowling Green State	1982-83	Michigan State
1981-82	Bowling Green State	1981-82	Michigan State
1980-81	Northern Michigan	1980-81	Northern Michigan
1979-80	Northern Michigan	1979-80	Northern Michigan
1978-79	Bowling Green State	1978-79	Bowling Green State
1977-78	Bowling Green State	1977-78	Bowling Green State
1976-77	St. Louis	1976-77	Bowling Green State
1975-76	Bowling Green State	1975-76	St. Louis
1974-75	St. Louis	1974-75	St. Louis
1973-74	Lake Superior State	1973-74	St. Louis
1972-73	St. Louis	1972-73	Bowling Green State
1971-72	Ohio State	1971-72	St. Louis



TOM ANASTOS
COMMISSIONER



FRED PLETSCHE
DIRECTOR OF COMMUNICATIONS



MANON RHEAUME
DIRECTOR OF SALES & MARKETING



COURTNEY WELCH
COMMUNICATIONS MANAGER



BRIAN HART
DIRECTOR OF OFFICIALS

