

FERRIS STATE HOCKEY

CENTRAL COLLEGIATE HOCKEY ASSOCIATION

Lasting partnerships with Olympia Entertainment and FSN Detroit, growing television partnerships 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 in a professionally produced Game of the Week package and the nation's first conference television show, CCHA All-Access. CCHA hockey on FSN Detroit gets the same treatment, in terms of production qualities, as that enjoyed by professional sports. For example, the 2008 Mason Cup championship game was the first college hockey contest broadcast by FSN Detroit in state-of-the-art high definition. FSN Detroit has captured 45 EMMYS since 2000, including 21 over the last three years. Six of those awards have been earned for CCHA-related programs or features, including a 2007 statuette won by Shireen Sasaki for her feature titled "The Ultimate Assist."

In addition to the FSN Detroit partnership, the CCHA's television exposure continues to grow through programming pacts signed with CBS College Sports (CBSC, formerly known as CSTV), Ontario, Canada-based Leafs TV and Comcast Television (CTV). The CCHA was the 22nd college conference, and the first hockey conference, to strike an agreement with CBSC, the nation's first 24-hour cable network dedicated exclusively to college sports. 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. Comcast started last season a formal relationship with the conference that will see 22 games featuring CCHA members shown on CTV, which is offered on Comcast's digital tier for about 800,000 customers across Michigan.

CCHA.com, which offers fans, scouts, players and parents something new every day throughout the season, continues to enjoy prolific growth. Last season marked the first time that video features, compiled by CCHA Productions, could be accessed. The 2004-05 season was the first spent in partnership with CBS College Sports, 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.

"Hockey Day in Michigan", a concept spearheaded by CCHA Commissioner Tom Anastos will take place this season on Feb. 14. The CCHA, FSN Detroit, the Detroit Red Wings and the Michigan Amateur Hockey Association will join forces for the fourth annual event to bring a celebration of hockey to participants and fans across the Great Lakes State.

The CCHA Road to the Joe tour, a combined marketing effort of the Central Collegiate Hockey Association and Olympia Entertainment, makes a stop annually at each venue on the CCHA arena circuit. The "Road to the Joe" tour, created to promote the CCHA Playoff Championship at Joe Louis Arena, consists of a mobile dis-

play, 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 get 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, and the CCHA Mite Jamboree, nearly 1,000 kids between the ages of 5-11 were introduced to the sport of hockey last season through the Hockey is Fun Clinics. The traveling program made 12 stops throughout the state of Michigan in its inaugural season of 2006-07 and expanded its footprint by appearing at all 12 CCHA schools last season.

The CCHA's reputation as a primary developer of professional hockey talents backed by impressive statistical evidence. At least one player with CCHA ties has been selected in the first round of the NHL Entry Draft for eight consecutive years and the conference boasts a total of 17 first-round selections during that period. Seventy former CCHA players skated in the hockey's pinnacle during the 2007-08 season in the National Hockey League. Another former CCHA player, Brett Lebda (Notre Dame) had his name engraved on the Stanley Cup with Detroit in 2008 bringing to 29 the number of former CCHA players who have celebrated hockey's ultimate championship.

Once again, the CCHA is certain to be a prominent player on the national college hockey scene.



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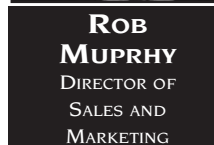


CCHA CHAMPIONS

REGULAR SEASON	TOURNAMENT
2007-08 Michigan	2007-08 Michigan
2006-07 Notre Dame	2006-07 Notre Dame
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



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2008-09 FERRIS STATE UNIVERSITY HOCKEY

