



FinnStar Hockey Inc. Reports Super Successful Summer Building Brand and Strategic Alliances

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FinnStar Hockey has had a very successful summer reports Evan J. Andriopoulos, Vice President of Sales & Marketing for FinnStar Hockey. Besides announcing in July a preferred partner agreement with the East Coast Hockey League (ECHL) for 2004-05, FinnStar has forged strategic alliances with hockey leagues, hockey teams, and with sporting goods retailers in several states, particularly Minnesota Hockey, the governing body for amateur hockey and for which FinnStar is a proud supplier and supporter of.

PR9.NET October 29, 2004 - Oneco, FL -- FinnStar Hockey has had a very busy summer reports Evan J. Andriopoulos, Vice President of Sales & Marketing for FinnStar Hockey. Besides announcing in July a preferred partner agreement with the East Coast Hockey League (ECHL) for 2004-05, FinnStar has forged strategic alliances with hockey leagues, hockey teams, and with sporting goods retailers in several states, particularly Minnesota Hockey, the governing body for amateur hockey for which FinnStar is a proud supplier and supporter of.

"The team at FinnStar Hockey is thrilled to partner with these top retailers, distributors, professional leagues and associations," said Andriopoulos. "We consider each league, association, distributor and retailer not just a new 'partner' but a member of our family, the 'FinnStar Family,'" said Andriopoulos. "We pride ourselves on having not only innovative and more functional products, but on service and open dialogue with our family members, which is one of the keys to our success."

FinnStar's SockJawz™ and Octopus Carry-All™ have received endorsements from some of Scandinavia's top professional hockey teams. Among them is the Elite Series Professional club A.I.K. of Sweden. FinnStar's SockJawz, Octopus Carry-All, and other products can be purchased online at www.finnstarhockey.com.

Butch Jones, Manager of Wesco in Connecticut, one of the Eastern United States' leading dealers of ice hockey equipment, joined FinnStar's family in July. "I'm using the Sockjawz myself," says Jones. "And I've sold them ever since using it! I'll never go back to the 'old school' garter belt. Why would I? And the Octopus bag is simply great. More compartments than I could ever think of. It's the ultimate coach's bag!"

Epuck.com, a leading Louisiana based online retailer specializing in hockey equipment, joined the FinnStar Family this summer as a new dealer of FinnStar products. Says Kevin Marcilissen, General Manager of Epuck, "SockJawz allows us to offer our customer a better alternative to the sea of 'clone' garters that are out there--a better product that is unique from what the competition offers."

In addition to major pro shops and retailers like Jerry's Pro Shops (Illinois), Better Hockey (Maine), and Beaudin's Hockey Zone stores (Florida), several new additions to the FinnStar Family are RJ Holdings (Canada), Total Hockey (Missouri), Wesco (Connecticut), BlueLine (Connecticut), and Epuck.com (Louisiana), Top Shelf Sports (Pennsylvania) and Ice Warehouse (California). Andriopoulos adds, "We're thrilled to have these major new retailers. It's quite an endorsement to have Wesco and BlueLine, two of the East Coast's largest retailers. Plus our newest reseller Top Shelf Sports represents 70 retailers in Pennsylvania, Virginia, & Maryland, including the Philadelphia and Hershey, PA metro areas which are hockey hotbeds."

Andriopoulos also points out that FinnStar has received in recent months a great deal of interest from several dealers, buyers and agents in the USA, Canada and Europe. "We've also received considerable interest from Professional and Minor League teams, as well as Division 1 Colleges in regard to supplying several men's and women's teams with our product line," said Andriopoulos. He noted that additional agreements are in negotiations with another professional league with more than 14 teams in the U.S.

FinnStar Hockey Inc. and its hockey related products will receive league-wide exposure through ECHL media and promotional materials and on the official web site of the ECHL at www.echl.com. "The ECHL places exciting teams on the ice at affordable prices and brings fan interaction and enjoyment to a new level. We're very happy to partner with ECHL," said Terry Vayda, President and CEO, FinnStar Hockey.

"FinnStar Hockey's mission is to create products and services for athletes to enhance their ability to enjoy playing," adds Vayda. Founded in 1995 and based in Oneco, Florida and Oslo, Norway, FinnStar Hockey has a management team comprised of hockey players and coaches who have first-hand knowledge of their products.

For more information about FinnStar Hockey, its product line, or how to join the FinnStar Family, call (941) 752-7322 or visit their website at www.finnstarhockey.com.

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About FinnStar Hockey, Inc.

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Donations will be awarded to various and needy historical sites, groups, schools, communities and to those seeking to not only preserve history & historical sites but to those looking to make history more real and "fun".

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