



FOR IMMEDIATE RELEASE

**WCHA PARTNERS WITH SPORTS E-COMMERCE LEADER FANATICS
FOR LEAGUE'S OFFICIAL ONLINE STORE**

***WCHA Men's Official Online Store to be powered by nation's largest online retailer
of officially licensed sports merchandise***

EDINA, Minn. – Nov. 11, 2014 – Western Collegiate Hockey Association (WCHA) fans around the world will have an opportunity to buy officially licensed merchandise via the WCHA Men's Official Online Store, powered by Fanatics, Commissioner Bill Robertson announced today. Fanatics, a Top 50 Internet Retailer Company, powers the e-commerce sites of all major professional sports leagues, major media brands, 23 collegiate conferences and over 150 collegiate and professional team properties.

"This partnership will allow the WCHA to deliver an unparalleled online shopping experience for our fans," said Robertson. "With team apparel, collectibles and more for all 10 of our schools, the WCHA Men's Official Online Store has everything a college hockey fan needs – from Fairbanks, Alaska to Bowling Green, Ohio and beyond."

The WCHA Men's Official Online store, hosted at wchamen.teamfanshop.com (and accessible via wcha.com) will carry officially licensed merchandise from the league's 10 member institutions. A sampling of items available include everything from apparel (t-shirts, sweatshirts, jerseys, jackets, hats, etc.) and collectibles to home, office and school décor; from sports bags to kitchen and bar accents.

In addition to new product categories, the shop also features state-of-the-art e-commerce technology and seamless navigation. Fanatics' premier customer service policies include hassle-free returns and flat rate shipping.

"It's an honor to partner with the WCHA, one of the top college hockey conferences in the country," said Brian Swallow, senior vice president, strategy and business development for Fanatics. "We're pleased to bring their fans the simplicity of online shopping with easy site navigation, safe and secure ordering, and upgraded customer friendly policies that focus on improving each fan's online experience."

Visit the WCHA Men's Official Online Store at wchamen.teamfanshop.com.

About Fanatics

Fanatics is the leading online retailer of officially licensed sports merchandise and provides the ultimate shopping experience to sports fans. As a Top 50 Internet Retailer Company, Fanatics comprises the broadest online assortment, offering hundreds of thousands of officially licensed items via its Fanatics (www.fanatics.com) and FansEdge (www.fansedge.com) brands, as well as the largest selection of sports collectibles and memorabilia through Fanatics Authentic (www.fanaticsauthentic.com). In addition, the Company powers the e-commerce sites of all major professional sports leagues (NFL, MLB, NBA, NHL, NASCAR, PGA, UFC), major media brands (NBC Sports, CBS Sports, FOX Sports) and over 150 collegiate and professional team properties.

About Western Collegiate Hockey Association (WCHA)

The Western Collegiate Hockey Association, among the most historic, tradition-rich and successful conferences in all of collegiate athletics, proudly marks its 63rd season of men's competition in 2014-15. Covering five time zones and more than 4,200 miles, the 10-team Division 1 conference consists of the University of Alabama in Huntsville (Chargers), the University of Alaska Anchorage (Seawolves), the University of Alaska (Nanooks), Bemidji State University (Beavers), Bowling Green State University (Falcons), Ferris State University (Bulldogs), Lake Superior State University (Lakers), Michigan Technological University (Huskies), Minnesota State University (Mavericks) and Northern Michigan University (Wildcats).

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