



FOR IMMEDIATE RELEASE

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

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

EDINA, Minn. – Dec. 11, 2014 – Western Collegiate Hockey Association (WCHA) fans around the world will have an opportunity to buy officially licensed team merchandise via the WCHA Women's Official Online Store, powered by Fanatics, Commissioner Aaron Kemp 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 – including the WCHA men's league – and over 150 collegiate and professional team properties.

"We are excited to provide WCHA fans – among the most passionate in all of college hockey – with an unparalleled online shopping experience," said Kemp. "This partnership will create a one-stop shop to access team apparel, collectibles and more from each of our member institutions. From Grand Forks, North Dakota to Columbus, Ohio and everywhere in-between, the WCHA Women's Official Online Store has everything our fans need to support their favorite team."

The WCHA Women's Official Online store, hosted at www.wchawomen.teamfanshop.com, will carry officially licensed merchandise from the league's eight 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 Women's Official Online Store at www.wchawomen.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 women's Western Collegiate Hockey Association has won a record 14 national championships in 15 years since its inception in 1999, while producing six Patty Kazmaier Award winners, 70 All-Americans and numerous Olympic and international team members. The eight-team Division 1 conference consists of: Bemidji State University (Beavers), the University of Minnesota (Golden Gophers), the University of Minnesota Duluth (Bulldogs), Minnesota State University (Mavericks), the University of North Dakota, Ohio State University (Buckeyes), St. Cloud State University (Huskies) and the University of Wisconsin (Badgers).

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