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WCHA WOMEN'S LEAGUE

Bemidji State University
University of Minnesota
University of Minnesota Duluth
Minnesota State University
University of North Dakota
Ohio State University
St. Cloud State University
University of Wisconsin

HOME OF A RECORD 11 CONSECUTIVE NATIONAL CHAMPIONSHIP TEAMS

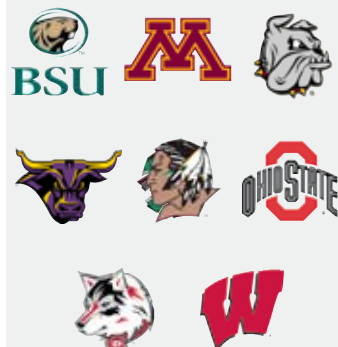
2000, 2001, 2002, 2003, 2004, 2005,
2006, 2007, 2008, 2009, 2010

2011 WCHA FINAL FACE-OFF

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September 15, 2010/For Immediate Release

WCHA RELEASES NEW-LOOK LOGO

MADISON, Wis. – The Western Collegiate Hockey Association (WCHA) is pleased to release a new-look logo in conjunction with the upcoming 2010-11 women's season.

Produced together with Adrenalin, Inc. of Denver, Colo., the WCHA logo features a more prominent 'W' to emphasize 'Western' as well as a new silver outline of the traditional black logo.

"The Western Collegiate Hockey Association is excited to unveil this newly modernized version of the Association logo," said Associate Commissioner Sara R. Martin. "It is another positive step for us, along with the launch of an all-new WCHA.com, as we look forward to the 2010-11 season."

"In the rapidly changing landscape of college sports, the WCHA remains the premier college hockey league, so the need for a refined logo and positioning tag line was imperative," said Dan Price, Principal/President of Adrenalin, Inc. "Our team analyzed the current logo and made modifications that are representative of the league's direction. More emphasis was placed on the 'W' to pay homage to the league's name, new colors were introduced to encapsulate the talent, toughness and power of the league's teams, and the player graphic was refined for more clarity in all applications."

The eight-team women's WCHA, founded in 1999, marks its 12th season of competition in 2010-11 and has won a record 11 consecutive national championships, including the most recent NCAA Women's Frozen Four title claimed by Minnesota Duluth in 2009-10. The women's WCHA consists of Bemidji State University, University of Minnesota, University of Minnesota Duluth, Minnesota State University, University of North Dakota, Ohio State University, St. Cloud State University and University of Wisconsin.

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