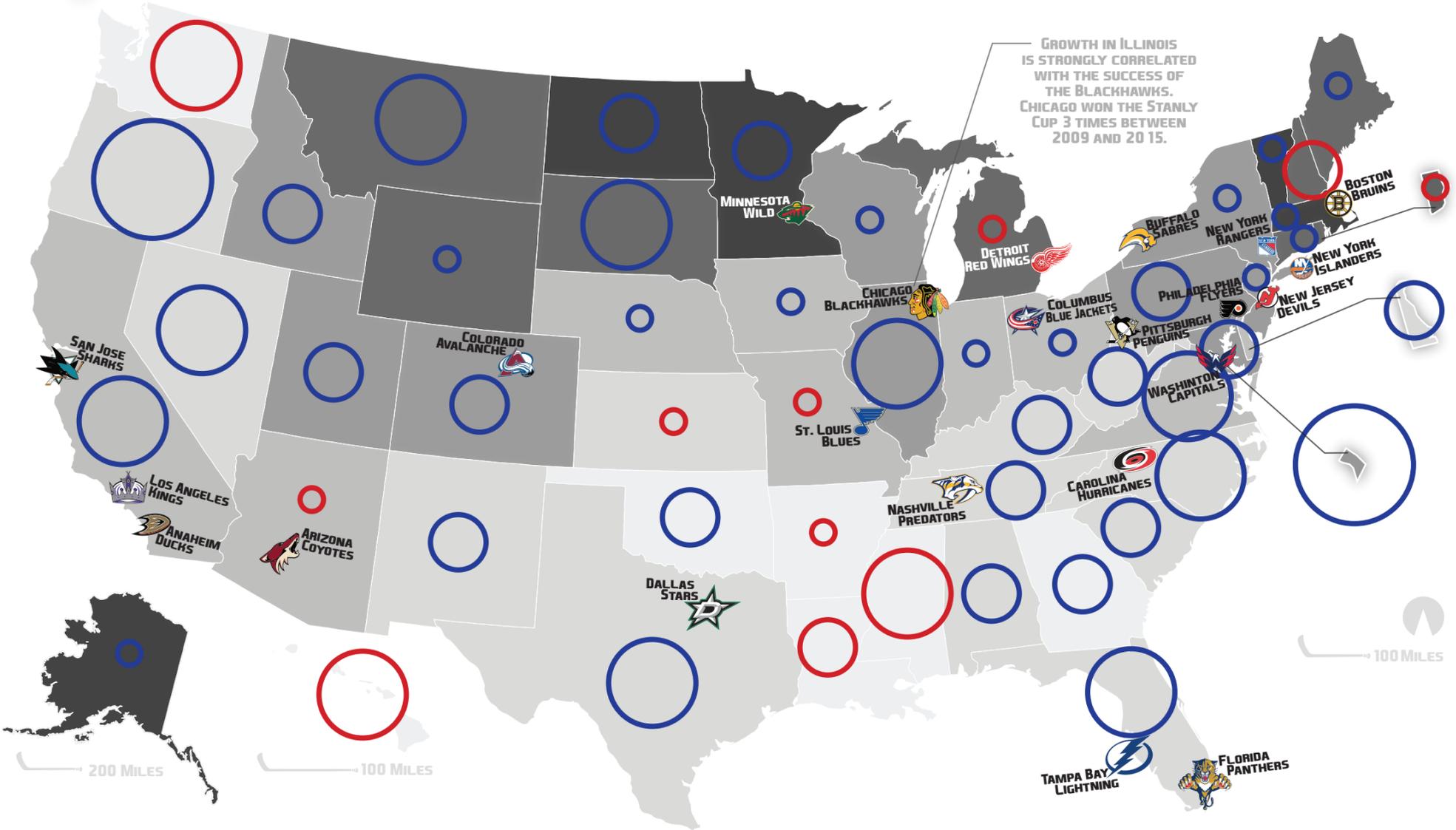


Is Hockey BECOMING ONE OF AMERICA'S FAVORITES?

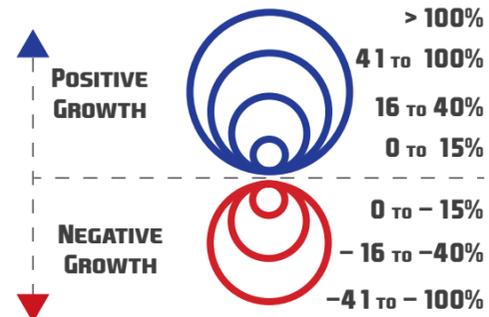
THE GROWTH OF HOCKEY PLAYERS IN THE UNITED STATES FROM 2000-2015

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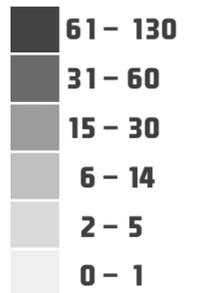


MOST PLAYERS DEVELOP IN THE MIDWEST AND NORTHEAST FROM THE TRADITIONALLY COLDER REGIONS OF THE UNITED STATES. HOWEVER, THE LARGEST GROWTH PERCENTAGES ARE EMERGING FROM MANY WESTERN AND SOUTHEASTERN STATES. ON AVERAGE, STATES THAT CONTAIN NHL TEAMS HAVE MAJOR INCREASED GROWTH SINCE EACH TEAMS' ARRIVAL. SO, THE EXPANSION OF THE NHL WILL FURTHER BUILD PLAYER INTEREST IN THE UPCOMING YEARS.

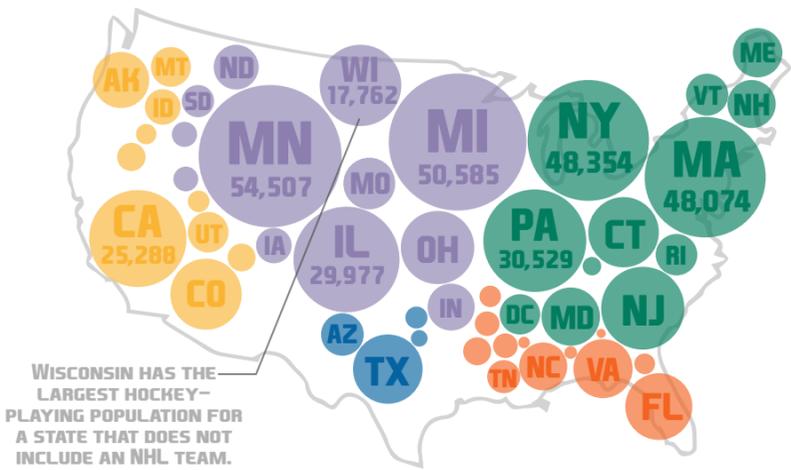
% GROWTH OF HOCKEY PLAYERS FROM 2000-2015



HOCKEY PLAYERS PER 10,000 PEOPLE



TOTAL # OF PLAYERS IN EACH STATE



SINCE 1990, THE TOTAL AMOUNT OF HOCKEY PLAYERS HAS GROWN 173%. THEN, FROM 2000 TO 2015, THERE HAS BEEN A 22% INCREASE IN HOCKEY PLAYERS. NOW THERE ARE MORE THAN HALF A MILLION SKATERS IN THE UNITED STATES. OVERALL, HOCKEY IS ON A STRONG UPWARD TREND AND IS MAKING SIGNIFICANT STRIDES TOWARDS BECOMING ONE OF AMERICA'S FAVORITE SPORTS IN THE FUTURE.

OF PLAYERS IN THE NHL BORN IN EACH STATE

