



Hockey Canada

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HOCKEY CANADA RELEASES TEAMHUB MOBILE APP TO HELP MINOR HOCKEY FAMILIES MANAGE THEIR BUSY HOCKEY LIVES

*Mobile-based team-management tool designed
with input of minor hockey coaches, managers*

CALGARY, Alta. - Managing the family's hockey schedule just got easier, thanks to a newly released mobile app from Hockey Canada.

TeamHub™ is Hockey Canada's official team-management program. Originally introduced two seasons ago, the free, easy-to-use online tool helps hockey coaches, managers, parents, and players stay organized and connected to their hockey teams - and it's now available on-the-go through the TeamHub mobile app, available for Android™ and Apple® devices.

With the TeamHub mobile app, members of minor hockey teams can send each other messages and event updates with push notification alerts; view and create team events; look up team and player stats; get directions to the arena; share live game score updates; and more.

"Part of Hockey Canada's mission is to ensure we provide members of minor hockey with the tools they need to succeed and have fun," said Scott Smith, Chief Operating Officer, Hockey Canada. "We tapped into the minor hockey community and gathered feedback from participants coast-to-coast-to-coast to help with the design of TeamHub. We wanted to make sure we nailed the online experience and incorporated the right set of features into the tool before creating a mobile app extension."

Hockey Canada has partnered with Exchange Solutions for the design and development of the TeamHub mobile app. "Our goal was to build a seamless mobile app that would provide minor hockey participants with the tools they need to enhance their on- and off-ice experience," said Jane Ricciardelli, CMO of Exchange Solutions. "And as a hockey mom myself, I'm looking forward to the chance to use the TeamHub mobile app this season."

The TeamHub mobile app is now available for download from the Google Play™ and iTunes® stores.

About Hockey Canada

Hockey Canada is the governing body for hockey in Canada and a member of the International Ice Hockey Federation (IIHF), with a membership through its 13 provincial branch associations of over 700,000 players, coaches and officials. Hockey Canada is a not-for-profit organization

that creates leading-edge hockey development programs for its members to deliver in communities across Canada; provides consistent rules and regulations and various other membership services from coast to coast to coast; manages numerous regional, national, and international hockey championships and events; and leads the operation of all teams that represent Canada in international ice hockey competition. Hockey Canada's mission is to "lead, develop and promote positive hockey experiences." For more information on Hockey Canada, please visit www.hockeycanada.ca or follow through social media on [Facebook](#) and [Twitter](#).

About Exchange Solutions

Exchange Solutions designs, builds and operates intelligent customer engagement programs that help companies maximize customer profitability, by identifying high-value customer "behavior gaps" and using individualized incentives to motivate customers to change their behavior.

The company's cloud-based platform and managed services approach deliver quicker results and better ROI than traditional customer loyalty programs. From their offices in Boston and Toronto, Exchange Solutions has been helping leading retailers, financial institutions and online businesses, including Hockey Canada, create sustainable and profitable communities of engaged customers since 1996.

To learn more about Exchange Solutions please visit www.exchangesolutions.com

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