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**WCHA ANNOUNCES K-TWIN/NORTHERN LIGHTS MEDIA
AS OFFICIAL RADIO PROMOTIONAL PARTNER FOR 2015 FINAL FIVE**
Unique, cross-promotional effort to highlight Broadmoor Trophy playoff championship

EDINA, Minn. – Oct. 29, 2014 – As the league’s jewel event returns to Saint Paul, Minn., the Western Collegiate Hockey Association (WCHA) and Commissioner Bill Robertson today announced that 96.3 K-TWIN (KTWN-FM) and Northern Lights Broadcasting will serve as the exclusive radio promotional partner for the 2015 WCHA Final Five.

Beginning in January 2015, this unique, multi-platform partnership will elevate the 2015 WCHA Final Five through on-air, social media assets, online promotions, ticket giveaways and exclusive interviews. K-TWIN digital channels will highlight WCHA content, while also showcasing assets from additional tournament and conference partners.

“With its deep regional ties, local ownership, and a commitment to showcasing sports and signature events in the Twin Cities on all levels, K-TWIN is an ideal promotional partner as we bring the WCHA Final Five back to Saint Paul in 2015,” said Robertson. “Our championship weekend promises to be an affordable, family-friendly showcase of great collegiate hockey. We are excited for K-TWIN listeners to join us as we celebrate traditions and make new memories for hockey fans of all ages.”

“Northern Lights Broadcasting and K-TWIN are very excited to be the official promotional partner of the WCHA Final Five in Saint Paul. The partnership with the WCHA provides us with a fantastic opportunity to not only promote this historic conference and this great event, it allows us an opportunity to showcase our many platforms of media, including digital, social and over the air. We couldn’t be more excited about being a part of the WCHA championship weekend,” said Sam Elliot Gagliardi, Senior Vice President/General Manger of Northern Lights Broadcasting and 96.3 K-TWIN.

K-TWIN, which operates out of Minneapolis, is also the metro affiliate of Major League Baseball’s Minnesota Twins.

The 2015 WCHA Final Five will be held March 20-21 at the Xcel Energy Center in Saint Paul, Minn. All-tournament packages, priced at just \$69 each, include two tickets – one ticket for Friday, March 20 that includes access to both semifinal games (at 4 p.m. and 7:30 p.m., respectively), and one for the Broadmoor Trophy championship game on Saturday, March 21 (6 p.m. face-off). Ticket packages are available at the Xcel Energy Center Box Office, Ticketmaster Ticket Centers, by calling 800-745-3000 or online at ticketmaster.com.

About 96.3 K-TWIN

96.3 K-TWIN is a lifestyle station for the Twin Cities that blends Quality Rock & Alternative music with entertaining content that connects our audience with our community. www.KTWIN.com.

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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