

## About Us

The Hockey Ad Network is the only online advertising network focused exclusively on hockey fans and enthusiasts around the world. We help the world's leading brands reach million of online hockey fans worldwide. Our publishers are leading online hockey publications, fan and team sites that represent over 15 countries and 5 million unique visitors on a monthly basis! Through the Cam Neely Foundation, we give 10% of our profits to provide comfort, support, and hope to cancer patients and their families. Our Team has years of experience in both professional hockey and online advertising: Craig Swerdloff

### Founder & CEO

Mr. Swerdloff started the HockeyAdNetwork after thirteen years of online media and ad network experience. Most recently, Mr. Swerdloff served as Vice President and General Manager of the Postmaster Network at Return Path, Inc. Prior to joining Return Path, he was the Vice President of Direct Marketing Solutions at InterActive Corporation. Over four years at IAC, through the acquisition of Ask Jeeves, Mr. Swerdloff drove significant revenue growth in Lead Generation, Email List Rental, Promotions, Sweepstakes, and Stream of Commerce advertising for IAC properties including iWon, Excite, Match.com, Ticketmaster, and Lending Tree. Prior to IAC, Mr. Swerdloff founded eBrokers, an email list brokerage firm based in Boston and held several management posts at 24/7 Media.

Mr. Swerdloff currently serves as Chairman of the IAB Email Committee, and has held posts with CIMA, AIMA, and the DMA. He holds a BS in Business Administration with a concentration in Marketing from the University of Vermont.