

Start of 2009/10 season for Erste Bank Eishockey Liga

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- Opening game on 10 September, with KAC facing off against Red Bull Salzburg in Klagenfurt
- New attendance records at ice hockey arenas

The Erste Bank Eishockey Liga will drop the puck on a new season on 10 September. The opening game will see last year's champion KAC facing off against last year's runner up Red Bull Salzburg. Ten teams from four countries will battle it out for playoff berths and the chance to earn the title of Erste Bank Eishockey Liga Meister 2009/10. Rising attendance numbers are pushing the sport of ice hockey to a whole new level.



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The steadily growing interest in ice hockey in Austria has led to new attendance records for this sport. In total, over 900,000 fans watched the games live in the 2008/09 ice hockey season – around 100,000 more people than in the previous year. “Ice hockey is developing at an extremely fast pace in Austria. A constant rise in attendance numbers and growing fan bases are proof of this. This success has confirmed our commitment to supporting this sport,” says Mario Stadler, head of marketing at Erste Bank Oesterreich.

Ice hockey is a perfect fit for Erste Bank's athletic sponsoring activities

Erste Bank has been sponsoring the premier Austrian ice hockey league and the Austrian national team since 2003. “Ice hockey represents an essential pillar of Erste Bank's sponsoring activities,” says Stadler. The Austrian Sparkassen are a

loyal partner at the regional level, where they act as team sponsors.



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