



FOR IMMEDIATE RELEASE
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Destroyer.Rocks Extends National Novelty Licensing Agreement with ECHL

Jacksonville-Based Sports Merchandise Company Continues Relationship of More Than a Decade with Premier AA Hockey League

JACKSONVILLE, Fla. — Destroyer Promotional Products, LLC, doing business as Destroyer.Rocks, announced today that it has extended its National Novelty Licensing Agreement with the ECHL, continuing a relationship between the sports merchandise company and the professional hockey league that has lasted for more than a decade.

Destroyer.Rocks has served as an ECHL National Novelty Licensee for more than 10 years, developing licensed merchandise and specialty products for teams and fans throughout the league.

The renewed agreement allows Destroyer to continue working with ECHL teams to develop approved licensed merchandise utilizing club names, logos and marks.

For Destroyer founder and CEO Jeff Bouchy, the extension represents another important continuation of the company's longstanding ties to professional hockey.

"We've been fortunate to be part of the ECHL licensing family for more than a decade, and we're extremely proud to continue that relationship," said Jeff Bouchy, CEO of Destroyer.Rocks. "Hockey has been a major part of Destroyer's business almost from the beginning. The ECHL has tremendous organizations, passionate fans and teams that understand how important creative merchandise can be to building their brands."

Destroyer.Rocks' work in hockey spans multiple levels of the professional game and includes licensed retail merchandise, promotional giveaways, apparel, headwear, bobbleheads, plush and other custom products.

Bouchy said the company's long tenure as an ECHL licensee is particularly meaningful because relationships in professional sports must continually be earned.

"Ten years is a long time in this business," Bouchy said. "You don't maintain relationships like this simply because you signed an agreement years ago. You have to continue producing good products, protecting the teams' brands, taking care of your customers and bringing new ideas to the table. The fact that we've been able to work with the ECHL and its teams for more than a decade is something we're very proud of."

The ECHL has long been an important part of the professional hockey landscape, providing its markets with high-level professional hockey while serving as a development path for players, coaches, officials and other hockey professionals.

For Destroyer, the league's combination of passionate local fan bases and creative organizations makes it a natural fit for the company's approach to sports merchandise.

"One of the things we've always loved about hockey is that teams aren't afraid to have fun," Bouchy said. "Whether it's a creative theme night, a unique bobblehead, a specialty jersey, a piece of headwear or something nobody has tried before, hockey



organizations are constantly looking for ways to connect with their fans. That's exactly the kind of environment where Destroyer does its best work."

The ECHL agreement is part of a broader licensing portfolio Destroyer.Rocks has built during more than two decades in the sports merchandise industry. The company has developed longstanding relationships across professional sports while continuing to expand its proprietary products, domestic production capabilities and custom manufacturing operations.

"Licensing is an important part of our business because it represents trust," Bouchy added. "When a league and its teams allow you to put their marks on products, you have a responsibility to represent those brands the right way. We've taken that responsibility seriously for more than 10 years with the ECHL, and we're excited to continue doing it for many years to come."

Destroyer.Rocks plans to continue developing licensed products for ECHL clubs while working directly with teams to create merchandise tailored to their individual markets, promotions and fan bases.

About Destroyer.Rocks

Destroyer Promotional Products, LLC, dba Destroyer.Rocks, is a Jacksonville, Florida-based sports merchandise, promotional products and custom manufacturing company serving professional and collegiate sports organizations throughout the United States and Canada.

Founded by CEO Jeff Bouchy, the company has more than two decades of experience developing custom promotional products, licensed merchandise, retail merchandise and specialty items for teams and organizations across the sports industry.

Destroyer.Rocks combines creative product development, overseas manufacturing capabilities and domestic production resources to provide sports organizations with products designed specifically for their brands, fans and events.

About the ECHL

The ECHL is a professional hockey league with teams across the United States and Canada and has served as an important part of the professional hockey development system for players, coaches, officials and other hockey personnel.

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