

Total Hockey Ranks High Among Fastest Growing Businesses for 2nd Year in a Row

Date: 08-25-2009 07:23 PM CET

Category: [Sports](#)

Press release from: [Total Hockey](#)



Total Hockey announced today its recent recognition by Inc. magazine as one of the top 5000 fastest growing companies in America. This annual ranking identifies the best entrepreneurial success stories of private businesses undergoing notable expansions.

"To be recognized two years in a row is an accomplishment," said Michael Benoit, president of Total Hockey. "Making Inc.'s list under any circumstances is an achievement, but considering our nation's economy, in addition to the state of the retail industry, this is truly outstanding—especially in a flat specialty market like hockey."

The company established a three year growth rate of over 148 percent, placing it at #12 on the Top 50 list of fastest growing businesses in St. Louis, as well as maintaining the #1 position of being the fastest growing privately owned retail organization in the St. Louis metropolitan area for the second year in a row. In addition, Total Hockey ranked in the top 100 retail organizations in the nation. Total Hockey attributes its growth and success to its ability to provide the latest top-of-the-line equipment available paired with the highest quality merchandise, personal assistance and excellent customer service. The e-commerce site, www.totalhockey.net, also allows worldwide exposure to this unique hockey experience.

"Recognition by Inc. magazine is a strong compliment for an accomplished staff with a vital growth plan," said Benoit.

Total Hockey continues its expansion with its partnership with USA Hockey, recognized nationwide as The Exclusive Ice Hockey Equipment Retailer of USA Hockey. Under the four-year agreement, the two organizations continue to collaborate on ways to grow the game of hockey by increasing hockey awareness, interest and diversity of the game among youth players through a variety of initiatives, programs, sponsorships and incentives.

"Savvy trend spotters and those who invest in private companies know that the Inc. 5000 is the best place to find out about young companies that are achieving success through a wide variety of unprecedented business models, as well as older private

companies that are still expanding at an impressive rate,” said Inc. 5000 project manager Jim Melloan. “That’s why our list is so eagerly anticipated every year.”

Despite the ongoing recession, the 5000 companies that made Inc.’s list reported aggregate revenue of \$214 billion, up \$29 billion from last year, with a median three-year growth of 126 percent. Most important, the 2009 Inc. 5000 companies were engines of job growth, having created more than one million jobs since the companies were founded. Complete results of the Inc. 5000, including company profiles and a list of the fastest-growing companies that can be sorted by industry, region and other criteria can be found at www.inc.com.

About Total Hockey

Total Hockey is a privately held hockey equipment retailer based in St. Louis, Mo., dedicated to providing the latest in hockey equipment, superior quality merchandise and excellent customer service. Committed to growing the game of hockey, Total Hockey initially partnered with USA Hockey in 2008 as The Official Ice Hockey Equipment Retailer of USA Hockey and, in 2009, became The Exclusive Ice Hockey Equipment Retailer of USA Hockey. Also in 2008, Inc. magazine named Total Hockey one of the fastest growing privately owned companies in the United States. Founded in 1998, Total Hockey has embarked on a broad-scale expansion in specialty hockey operations through seven retail stores in the greater St. Louis and Chicago areas, as well as reaching customers worldwide through an e-commerce facility at totalhockey.net. For more information, call toll-free at 866.929.6699.

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