

Expected Top Picks Sign Endorsement Deals Before Hitting the Ice

Written by Matthew Coller
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Whether they go No. 1 or No. 2 apparently doesn't matter to two major NHL suppliers. Taylor Hall and Tyler Seguin, two prospects expected to be taken with the first two spots in the NHL draft, have signed deals with Easton Hockey and Bauer respectively.

According to [TSN writer Wayne Karl](#) , both companies said they got their man. Hall, representing Easton Hockey will be a highlight in Easton's "Confidence is everything," campaign. He will also wear Easton gear while being involved in future equipment designs. Other's signed with Easton include Henrik Zetterberg and Mike Cammalleri.

Seguin agreed to wear Bauer equipment on-ice beginning next season. He will also work with the company's development team to contribute to future products. He will also be used in future global marketing efforts joining other young stars such as Patrick Kane and Steven Stamkos.

"Tyler is obviously one of the top young players in the world," Kevin Davis, president and CEO of Bauer Hockey told TSN. "More importantly, he is a player who embodies everything that has made Bauer the number one brand in hockey."

Last year top draft picks John Tavares and No. 2 pick Victor Hedman signed deals with Reebok-CCM before being selected by the New York Islanders and Tampa Bay Lightning. Another famous top pick Sidney Crosby signed with Reebok-CCM while still playing for Rimouski Oceanic of the Quebec Major Junior Hockey League. The Crosby-Reebok deal was worth a reported \$500,000. It has yet to be reported how much Hall and Seguin's deals are worth.

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