

9 May 2017

**TLA Worldwide plc**

(“TLA” or the “Group”)

**TLA appointed by World Rugby to deliver Tonga v Wales match in Auckland**

*Fixture to be part of “Pasifika Challenge” double-header played at Eden Park in June 2017*

TLA Worldwide plc (AIM: TLA), a leading athlete representation and sports marketing business, is pleased to announce that it has been appointed by World Rugby as their partner to deliver the Tonga v Wales test match in Auckland this summer. This fixture will be part of a showcase for Pacific Island rugby titled the “Pasifika Challenge” and features in a double-header along with a test match between the New Zealand All Blacks and Samoa.

The Pasifika Challenge will be held at Eden Park in Auckland, kicking off at 5.30pm (local time) on Friday 16 June 2017. The Tonga v Wales test match is the first game of the double-header, which will be broadcast live in New Zealand and around the world.

TLA created the Pasifika Challenge double-header in conjunction with New Zealand Rugby (“NZR”) after it was appointed by World Rugby to organise the match at a venue in Auckland. TLA was able to arrange for the match to feature in conjunction with the All Blacks v Samoa contest, and present an evening of Pacific Island rugby.

NZR Chief Strategy and Operations Officer, Nigel Cass, said: “The Pasifika Challenge promises to be a great night for Pacific rugby and the Pacific community in New Zealand. Auckland is home to the largest Pacific Island population in the world. To have Samoa and Tonga playing test matches back to back in an unprecedented double-header will be both special and unique.”

Bart Campbell, TLA Chairman, said: “TLA is pleased to work with World Rugby to assist with the Tonga v Wales match. Together with the NZR we have been able to combine the two planned separate games into one great event. The double-header will showcase some of the best Pacific Island rugby talent in a great night for the rugby community in New Zealand and in the Pacific, all on the eve of the exciting 2017 Lions test series.”

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**About TLA Worldwide**

TLA Worldwide is a leading athlete representation, event management and sports marketing group quoted on AIM-LSE in London. The Group derives revenues from long-term agency relationships with many prominent U.S. and international sports stars, broadcasters and media personalities associated with major sports including the MLB, NFL, NBA, PGA TOUR, AFL, Olympians and Cricketers. In addition, it also provides a range of services in respect of media consultancy, sports sponsorship and event creation, operation and ownership. TLA Worldwide serves its clients from 10 locations worldwide including its offices in London, UK; New York, Newport Beach, San Francisco and Houston, USA; Melbourne, Perth, Adelaide and Sydney, Australia. For more information, please visit [www.tlaworldwide.com](http://www.tlaworldwide.com).