

TLA Worldwide PLC

TLA brings Brazil vs. Argentina to Australia

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TLA Worldwide plc
("TLA" or "the Group")

TLA Worldwide brings football giants Brazil and Argentina to Australia in 2017

Superstars Messi and Neymar Jr will battle it out at the MCG as five-time World Cup winners Brazil will play two-time champions Argentina

TLA Worldwide plc (AIM: TLA), a leading athlete representation and sports marketing business, is pleased to announce it is bringing football giants Brazil and Argentina to Melbourne, Australia, as part of the Chevrolet Brazil Global Tour, a tour that sees the Brazilian national team compete against the greatest footballing nations across the globe.

The game will be played on Friday 9 June 2017, and Brazil and Argentina are committed to bringing their best available talent to Australia for the match. The event is due to be held at the iconic Melbourne Cricket Ground (MCG), a 100,000 capacity venue, which is situated in the centre of the city and has previously been home to big football matches and other sporting spectacles such as the 2006 Commonwealth Games, the annual AFL Grand Final, the ICC 2015 Cricket World Cup final and the Melbourne Olympics.

As well as Messi and Neymar Jr, fans can look forward to seeing Brazilian stars Dani Alves, David Luis, Fernandinho, Philippe Coutinho and Willian and Argentinian star players Sergio Aguero, Javier Mascherano, Angel Di Maria, Pablo Zabaleta, and Gonzalo Higuain.

Argentina manager, Edgardo Bauza, said: "There is 100 years of rivalry between Argentina and Brazil. These matches are always special. We look forward to meeting in Melbourne. Our priority is to prepare for the important World Cup qualifiers coming up in 2017 and this match and the camp will be extremely valuable."

TLA Worldwide Chairman, Bart Campbell, said: "We are thrilled to once again bring another world-class sporting spectacle to Melbourne. Whether you are a football purist or a major event fan, the Chevrolet Brazil Global Tour is truly a must-see event in 2017. TLA's events business is gaining momentum and we are building a pipeline of high quality sporting events for 2017 and onwards. We are looking forward to making more announcements in the coming weeks."

TLA has partnered with TEG Live (TEG) to organise and promote the event. The game follows a string of high profile events held by the two companies, including the 2016 College Football Sydney Cup between the University of Hawaii and University of California, Berkeley, as well as the 2015 and 2016 International Champions Cup Australia which brought some of the world's best football teams to Melbourne, such as Real Madrid, Manchester City, Tottenham Hotspur and Juventus.

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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 and Olympians and Cricketers. In addition, it also provides a range of services in respect of media consultancy, sports sponsorship and event creation and ownership. With over 170 full-time personnel, TLA Worldwide serves its clients from 10 locations worldwide including its offices in London, UK; New York, Newport Beach and California, USA; Melbourne, Perth, Adelaide and Sydney, Australia. For more information, please visit www.tlaworldwide.com.

About TEG Live

TEG Live is a diverse live content and touring business connecting Australians, New Zealanders and the world with unique live experiences. TEG Live has an extensive portfolio through music, family entertainment, exhibitions and sporting events, delivering world-class brand partnerships, sponsorship packages and corporate hospitality for clients. TEG Live is part of TEG, Australasia's leading Ticketing, Live Entertainment and Data Analytics company.