

**TLA Worldwide PLC**

## **USA Eagles vs Ireland Rugby event**

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("TLA" or the "Group")

### **USA Eagles vs Ireland Rugby event**

USA Rugby and TLA Worldwide, a leading athlete representation and sports marketing business, are pleased to announce that the Ireland Rugby team is returning to the United States to face the USA Rugby Men's Eagles at Red Bull Arena in Harrison, New Jersey for the first match of the "Emirates Airlines Summer Series" in June 2017.

The last time these two nations played was in June 2013 when Ireland narrowly defeated the Eagles 15-12 at BBVA Compass Stadium in Houston, Texas. The event follows the success of the Ireland vs New Zealand rugby match in November last year which was organised and promoted by TLA in-front of a sell-out crowd of 62,300.

"We are very honored to be hosting Ireland in the Emirates Airlines Summer Series," said USA Rugby CEO Dan Payne. "The value they provided to rugby history throughout the world and toward the growth and awareness of the game in our country this past November in Chicago was phenomenal. This match will not only give our men a world class opponent as we prepare for the road ahead, but they're also clearly a fan favorite in the United States. With 35 million Americans claiming Irish American heritage in our country, this match will be a strong fit on all levels."

Philip Browne, IRFU Chief Executive, commented: "It is great to be returning to the US this summer. The team received a fantastic reception in Chicago last November and USA Rugby provided great support on the ground. There are a lot of Ireland Rugby fans on the east coast of America and we hope that they will again come out in numbers to support the team in the Emirates Airlines Summer Series. We are looking forward to taking on the Eagles in New Jersey in June."

TLA has been at the forefront of rugby's growth in the US, partnering with USA Rugby for the record setting New Zealand All Blacks vs Ireland match at Chicago's Soldier Field in November 2016, as well as for the inaugural rugby match at the same venue in 2014 featuring the All Blacks and the USA Rugby Men's Eagles. TLA independently delivered the first-ever Aviva Premiership Rugby regular season match played in the US at Red Bull Arena in 2016 when London Irish took on the reigning champions, Saracens.

"Rugby is the fastest growing sport in the United States," said Mike Principe, CEO of TLA Worldwide. "We are pleased to be partnering with the top unions in the world, like USA Rugby and the IRFU, who have the vision to bring the best rugby in the world to the states and continue to foster its growth."

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#### **About USA Rugby**

Established in 1975, USA Rugby is the governing body for the sport of rugby in America and a Full Sport Member of the United States Olympic Committee. Currently headquartered in Boulder, Colorado, USA Rugby is charged with developing the game on all levels and has more than 125,000 active members, with more than 32,000 playing collegiate rugby and 27,000 playing senior club rugby. USA Rugby oversees four national teams, multiple collegiate and high school All-American sides, and an emerging Olympic development pathway for elite athletes. It also hosts more than 30 national playoff and championship events each year as a service to its members. In October 2009, the International Olympic Committee announced Rugby Sevens (the seven-a-side version of the game) will appear in the 2016 Olympic Games to be held in Rio de Janeiro. Visit [www.usarugby.org](http://www.usarugby.org) for more information.

#### **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, including the International Champions Cup tournament in Australia. 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](http://www.tlaworldwide.com).