

TLA Worldwide PLC

TLA Appoints New Global Head of Events

RNS Number : 8850P
TLA Worldwide PLC
23 November 2016

23 November 2016

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

TLA Worldwide Appoints Brendan McClements as Global Head of Events

TLA Worldwide plc (AIM: TLA), a leading athlete representation and sports marketing business is pleased to announce the appointment of Brendan McClements as the Global Head of Events for the organization with immediate effect. Mr McClements will be based in TLA's offices in Melbourne, Australia.

McClements joins TLA from the Victorian Major Events Company in Australia where he was Chief Executive Officer for 10 years till July 2016. As the CEO, he was instrumental in building and delivering the Major Events Strategy for the State of Victoria and its capital city, Melbourne.

Under his leadership the Victorian Major Events calendar generated AU\$1.8 billion in economic benefit to the State (Ernst and Young Report, 2016) and in 2016 Melbourne was awarded the Sports City of the Decade from Sports Business International magazine.

Mr Brendan McClements said: "I am delighted to join TLA. It's a business that is achieving great success and there is terrific potential to take this further. I look forward to working with the TLA team and build upon their success and extend the Company's major events business footprint across the globe."

Mr McClements has an outstanding track record in the Major Event area, having secured a host of major events in numerous sports for State of Victoria, including:

Football

- 2015 ICC Champions Cup featuring Real Madrid, Manchester City and AS Roma football clubs;
- 2013 Liverpool Football Club;

Cricket

- 2015 Cricket World Cup;

Rugby and Rugby League

- 2018, 2015 and 2011 NRL State of Origin series;
- 2013 Lions Rugby Test;

Cycling

- 2015-2017 UCI World Tour Cadel Evan Great Ocean Road Race;
- 2012 UCI Track World Championship;
- 2010 UCI Road World Championships;

Golf

- 2016 World Cup of Golf;
- 2019 and 2011 Presidents Cup; and

Super Bike

- 2010 - 2025 Super Bike World Championships.

TLA Chairman, Bart Campbell, said: "Be it Real Madrid in Melbourne, College Football in Sydney or the All Blacks in Chicago, TLA is winning and delivering great events around the world. In Mr. McClements, we have secured someone who has an outstanding track record in the major event space, with an envious global network that will help TLA continue to grow its portfolio of live events. He is a great addition to the business and I welcome him to our team."

For more information, visit www.tlaworldwide.com.

Enquiries:

| | |
|-------------------------------------------|------------------|
| TLA Worldwide | |
| Bart Campbell, Executive Chairman | +1 212 645 2141 |
| Michael Principe, Chief Executive Officer | |
| Numis Securities | |
| Nick Westlake and Oliver Hardy (Nomad) | +44 20 7260 1000 |
| Christopher Wilkinson (Broker) | |
| Luther Pendragon | |
| Harry Chathli, Alexis Gore | +44 20 7618 9100 |
| | |

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. 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.