

**TLA Worldwide PLC**

## **TLA brings American College Football to Australia**

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("TLA" or "the Group")

### **TLA to bring American College Football to Australia in 2017**

*Sydney to host opening match of 2017 NCAA College Football Championship for second successive year*

TLA Worldwide plc (AIM: TLA), a leading athlete representation and sports marketing business, is pleased to announce that for the second successive year it will bring the 2017 College American Football season opener to Sydney, Australia.

This is the second American College Football event TLA has organised in Australia following the success of last year's inaugural College Football Sydney Cup which saw the University of California, Berkeley defeat the University of Hawaii in front of close to 62,000 fans.

The 2017 Sydney Cup will see College Football powerhouse, Stanford University (Stanford Cardinal), take on Rice University (Rice Owls) at the Allianz Stadium on Sunday, 27 August. The Stanford Cardinal football program, representing Stanford University in the Pacific 12 Conference, has a decorated history with 15 conference and two NCAA national titles in their record books. The Rice University Owls, based out of Houston, Texas, also compete at the NCAA Division One level.

TLA has partnered with TEG Live (TEG), as it did for the 2016 Sydney Cup, to organise, promote and deliver the opening fixture of the NCAA College Football Championship. This event continues TLA's collaboration with TEG, formerly Nine Live, to bring world-class sports events to the region.

Bart Campbell, TLA Worldwide Chairman, said: "The Sydney Cup was a hugely successful and popular event in 2016 and we are delighted to once again bring two top American College Football teams to Australia for the opening fixture of the 2017 NCAA College Football Championship. TLA and our

partners are determined to build on the success of last year's debut and create an even better live experience this year."

**Enquiries:**

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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](http://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.