

10 June 2014

**TLA Worldwide plc**  
(“TLA” or “the Group”)

**Appointed as exclusive commercial agent by USA Rugby**

*Deal sets up first All-Blacks V Eagles game in almost 25 years*

TLA Worldwide plc (AIM: TLA), a leading athlete representation and sports marketing group, is pleased to announce that it has been appointed by USA Rugby as its exclusive commercial agency for the USA v All Blacks fixture at Soldier Field, Chicago, 1 November 2014.

Soldier Field, an iconic sporting venue, is the 61,500 capacity home ground of the Chicago Bears, one of the leading teams in American football.

US based American Insurance Group is the title sponsor for the match, while NBC will show the game live, the first match to be played between the two sides in almost 25 years and the first time the All Blacks have played in the US since the game turned professional in 1995. The initial response has been encouraging, with almost 20,000 people having pre-registered for tickets thus far.

Michael Principe, Chief Executive Officer of TLA Worldwide plc, said: “This event is another example of how we are leveraging our existing relationships and standing to expand our business in a broader range of leading sports. We hope this is the start of a long and productive relationship with USA Rugby, and look forward to working with them going forward.”

The last time the two sides faced each other in the US was in 1980 for an exhibition game in San Diego, California that drew then record crowds. In all, the All Blacks have played the US only three times since their inception in 1919. Their most recent meeting was at the IRB Rugby World Cup 1991 in England.

USA Rugby Chief Executive Officer and President of Rugby Operations Nigel Melville, said: “We are delighted to have partnered with TLA. Their knowledge of the sports market in the US is excellent and I am confident that they can help make this event a huge success.”

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### **About TLA Worldwide**

TLA Worldwide is a leading athlete representation and sports marketing group quoted on London's AIM. The Group derives revenues from long term agency relationships with many prominent US and international sports stars, broadcasters and media personalities associated with major sports including American Football, baseball, basketball and golf. In addition, it also provides a range of services in respect of media consultancy, sports sponsorship and event production to many sportspeople and corporate clients. A significant proportion of TLA Worldwide's business emanates from baseball where it is a recognised leader, having negotiated over \$3bn of contracts over the past 10 years. With over 55 full-time personnel, TLA Worldwide serves its clients through three operating subsidiaries from 10 locations worldwide including its principal offices in London, UK; New York and Newport Beach, USA; and Melbourne, Australia. For more information, please visit [www.tlaww-plc.com](http://www.tlaww-plc.com).

### **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](http://www.usarugby.org). Currently headquartered in Boulder, Colorado, USA Rugby is charged with developing the game on all levels and has more than 95,000 active members, with more than 29,000 playing collegiate rugby and 35,000 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.