

26 March 2014

**TLA Worldwide PLC**  
("TLA" or "the Group")

**TLA celebrates a triple win on the PGA Tour**

TLA Worldwide plc (LSE: TLA), a leading athlete representation and sports marketing business, is pleased to announce three consecutive golf tournament wins on the PGA TOUR this month by leading players on its roster of clients.

The World Golf Championships (6<sup>th</sup> - 9<sup>th</sup> March 2014) was won by Patrick Reed, followed by John Senden who clinched the Valspar Championship (13<sup>th</sup> - 16<sup>th</sup> March 2014). Matt Every brought up the hat trick last week with victory in the Arnold Palmer Invitational (20<sup>th</sup> - 23<sup>rd</sup> March 2014).

TLA acts as the sports agent for all three winners, representing them exclusively in contracts for brand endorsements, sports marketing, appearances and all other promotional activities. In return, it derives a share from their sports marketing income and bonus payments based on their on-field success.

Commenting, Michael Principe, Chief Executive Officer of TLA Worldwide plc, said: "This is the first time ever that a sports practice of our size has seen its golf stars win three PGA tournaments in a row. We are delighted with their success. As the global golf industry continues to grow in terms of media and marketing revenue, we expect their earnings power to increase significantly as they become even more sought after by leading brands who want to associate their products with golf."

Reed is associated with brands such as NetJets and Callaway Golf while Senden and Every are involved with Geico and Lynly Insurance respectively, as well as other brands.

As a result of the trio's wins, TLA will now have five golfers competing in the prestigious MASTERS, the other two clients being Jim Furyk and John Huh.

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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).