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

**AS Roma completes prestigious line up to play in ICC football tournament**

*Manchester City, Real Madrid and Roma will battle it out in Melbourne next year*

TLA Worldwide plc (AIM: TLA), a leading athlete representation and sports marketing group, is pleased to announce three times Serie A champions, AS Roma, as the final team to play in the elite International Champions Cup (ICC). The club will compete against Manchester City and Real Madrid in the tournament to be held in Australia next year.

As announced on 18 June 2014, TLA has partnered with Nine Live and Relevent Sports, a division of RSE Ventures, to organise, promote and deliver for the first time the annual ICC to the Asia Pacific region from 2015 to 2018.

In July 2015 the three teams will play all their matches at the 100,000-capacity Melbourne Cricket Ground. The tournament will open with Real Madrid versus Roma on Saturday 18 July, followed by Roma against Manchester City on Tuesday 21 July, before the competition concludes on Friday 24 July with a match between Real Madrid and Manchester City. The event will run in parallel with the already-established tournament held in the United States and will be broadcast live in 150 countries.

Bart Campbell, Chairman of TLA Worldwide, commented: “We are delighted that Roma will join Manchester City and Real Madrid to compete in the first ICC tournament to be played in Australia. To bring three of the world’s most famous clubs and their star-studded teams to play at the iconic Melbourne Cricket Ground represents a fantastic start for this tournament. This is the type of high-caliber competition we envisioned when we decided to expand TLA’s activities to include the world’s most popular sport.”

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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 the ICC:**

The ICC, currently hosted only in the US, transforms the traditional European club pre-season tour into an annual competitive global tournament. The first ICC was held in 2013 and broadcast in 150 countries, featuring top clubs from across the world. This year's edition featured Real Madrid, Manchester United, Liverpool, Manchester City, A.C. Milan, AS Roma, Inter Milan and Olympiacos in matches across 12 North American cities. In addition to the tournament final held on 4 August in Miami, which was won by Manchester United over Liverpool (3-1), the marquee match-up between Manchester United and Real Madrid marked an American attendance record for soccer with over 109,000 fans attending this match at the "Big House" at Michigan University.