

16 September 2014

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

US in-stadia sponsorship veteran joins TLA

TLA Worldwide plc, a leading athlete representation and sports marketing group, is pleased to announce that industry veteran Dave Bialek has today joined the Group and will lead its sponsorship sales and in-stadia advertising division.

Bialek, operating through his business, Skylark Marketing, has handled sales promotion initiatives for some of the world’s largest sports properties, including the French Open, the National Basketball Association, Major League Baseball, the Breeders’ Cup, numerous stadium and arena in-stadia sponsorship programs.

Bialek will bring to TLA the mandate to represent one of the media rights holders that sells the perimeter signage with nine clubs in the Liga MX, the top level of the Mexican football league system. He will also bring the rights to the 3D Signs patent, a patented technology that reshapes a logo to make it appear three dimensional on television, in the US. Bialek also acts as a consultant to help Brand Brigade, a Marketing Services Company, get its virtual insertion technology into league and team broadcasts.

Prior to launching Skylark, Bialek served as President of ANC Sports Marketing, where he built the marketing group into a leader in team and in-stadia sales. Previously, he was senior vice president of sales and marketing for Van Wagner, where, for over four years, he led the sales effort for Dorna USA's in-game advertising and managed the Sports Group’s stadia and sponsorship sales services.

Michael Principe, Chief Executive Officer of TLA, said: “We are very pleased to add one of the industry’s smartest sales professionals, Dave Bialek, to our team. His work as an innovator coupled with the depth and breadth of his relationships will give us a new capability that is an important growth opportunity for our Group. Dave’s addition enables us to hit the ground running to serve our clients who come to us increasingly for more services.”

Dave Bialek commented: “I am very excited to be able to join the management team at TLA. I have always respected the principals at TLA, and their industry knowledge and access. They’ve developed a great culture at TLA and I look forward to working with them and developing new opportunities together.”

Enquiries:

TLA Worldwide	
Michael Principe, Chief Executive Officer	+1 212 645 2141
Numis Securities	

Nick Westlake, Adrian Trimmings (Nomad)	+44 20 7260 1000
David Poutney (Broker)	
Luther Pendragon	
Neil Thapar, Alexis Gore, Amelia Bullock-Muir	+44 20 7618 9100

About TLA Worldwide

TLA Worldwide is a leading athlete representation and sports marketing group quoted on London's AIM (Ticker: TLA). 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.