

TLA Worldwide plc
TLA signs first basketball client

TLA Worldwide plc (AIM: TLA) (“TLA” or the “Company”), the athlete representation and sports marketing business, has signed up Trey Burke, as its first basketball client, to exclusively manage his off-the-court endeavors. This takes TLA’s client roster to over 390.

Trey is the 2013 NCAA Player of the Year and led Michigan to the 2013 Final Four and NCAA Championship (the final of March Madness) for the first time in 20 years. He is projected to be a top 5 pick in the upcoming NBA Draft on 27 June in Brooklyn.

Also in 2013 Trey won the Bob Cousy Award for best point guard in NCAA, a first in Michigan history. He holds a number of Michigan records including single season total assists and Freshman total assists.

Trey will be represented by TLA’s Talent Marketing division, which markets a vast array of top professional sportsmen and women, including NFL Football stars Reggie Bush and Ryan Tannehill and Olympians such as Kerri Walsh Jennings and Lolo Jones.

TLA will handle all off-the-court endeavours for Trey, including marketing, endorsements, speaking engagements, and appearances. Infinite Sports will handle Trey’s on-the-court career.

TLA’s Brandon Swibel who is part of the team that will manage Trey Burke commented, “2013 has been a breakthrough year for Trey. His stellar season as National Player of the Year has made him a fan favorite not just in Michigan, but around the country. TLA looks forward to representing Trey to further enhance his brand through strategic partnerships off the court.”

Trey Burke said: “I am very excited to join the TLA family as their first active NBA player. I was impressed with their success with clients in different sports and they felt like the right fit to help grow my brand off the court.”

TLA CEO Mike Principe commented, “We are honored that Trey has selected TLA to manage his off-court career. TLA is selective in who we represent and judging by Trey’s high quality of play and character, expanding our practice into the NBA made perfect sense. As a company, we will continue to look to opportunistically grow TLA in areas where our strong underlying competencies and offerings will best serve our clients and the market.”

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For further information

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About TLA Worldwide

Founded in December, 2011 through the merger of Legacy Sports Group and The Agency Sports Management, TLA Worldwide plc (AIM: TLA) and its subsidiary, The Legacy Agency, Inc., is a leading athlete representation and sports marketing business with a full service offering to its clients in baseball, broadcasting, coaching, endorsement and golf talent, as well as corporate consulting. The company's success and growth potential is founded on three key pillars: the competency of the underlying businesses, their complementary practices and the strength and experience of the management team. TLA has an exceptional roster of clients including baseball All-Stars C.C. Sabathia, Carl Crawford, Adam Dunn, Jose Reyes, Ricky Romero, Johan Santana, Rickie Weeks and Vernon Wells, broadcasters Troy Aikman, Dan Hicks, Darryl Johnston, Chris Myers and Mitch Williams, college coaches Mick Cronin, Randy Edsall, Mark Fox and Mark Gottfried, PGA Tour professionals, Jim Furyk, Matt Every, Robert Garrigus, John Huh, Spencer Levin, Jeff Overton, John Senden and Kyle Reifers, and talent marketing clients such as Reggie Bush, Kerri Walsh Jennings, Ndamukong Suh and Ryan Tannehill. TLA operates out of offices in New York, Newport Beach, Houston, San Francisco, Charleston, SC, London and Maracay, Venezuela. For more information, visit www.tlaww-plc.com.