

## **TLA Worldwide plc Business Update**

TLA Worldwide plc (AIM: TLA) ("TLA" or the "Company"), the athlete representation and sports marketing business, is pleased to provide an update on its recent business activities.

On 22 May 2012, TLA announced its results to 31 December 2011, which covered the 23 day period from Admission to AIM, together with pro-forma results for 2011, all of which were in line with market expectations.

Since Admission to AIM, the Company has added more than 20 new clients to its roster across all aspects of its business.

### **Major League Baseball**

The MLB Draft, the process by which amateur players are chosen to play professional baseball took place from June 4 to June 6 of this year. TLA's baseball division had a very successful Draft, advising over 15 players, including five first round and supplemental picks, as well as the fourth overall selection. The amateurs who sign professional contracts will further add to the number of new clients signed by TLA.

In addition, TLA had a number of its minor league baseball clients called up to the major leagues, officially marking the beginning of their MLB playing careers and service time.

As previously announced, in the fourth quarter and current year-to-date, the firm has negotiated over \$100 million of off-season playing contracts for its baseball clients. Such recent activity brings the total of the Company's guaranteed baseball client contracts under management to more than \$520m.

Market trends continue to be very favourable for baseball and the US sports media landscape. US television and media rights fees are increasing and, with respect to the MLB, are projected to further increase at both the local and national levels (Source: Forbes, ESPN). At the same time, in a sign that MLB is economically healthy, Fitch Ratings recently announced that it has increased Major League Baseball's Club Trust Securitization's \$300 million to its senior secured credit facility 'A-' and affirmed the 'A-' rating on the outstanding \$842 million term notes and the outstanding senior secured credit facility (\$500 million total). Fitch cited among its reasons for their increase solid underlying league economics, league oversight and governance and the long history of rising television contracts.

### **Sports Marketing**

Off the baseball field, TLA has seen numerous successes with over 20 top-10 finishes on the PGA Tour by its golf clients, the signing of new broadcast and corporate consulting clients, and its exclusive marketing representation of the 8<sup>th</sup> overall selection in the NFL Draft.

Following the Company's realignment of its sales and marketing functions to foster cross-platform opportunities for its clients, TLA recently increased its sales capabilities and is extending its presence in Latin America; a growing and influential region for professional baseball.

The Company continues to explore new opportunities in the execution of its growth strategy both organic and acquisitional.

TLA CEO Mike Principe commented, "TLA is executing on our strategy of providing best-in-class representation to our clients in all aspects of their careers, as highlighted by our recent successes. As a company, we are poised to build on our accomplishments, take advantage of the recent, positive trends in both the baseball and media market, and further our growth plans."

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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 (TLA:LN) 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, Ricky Romero, 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, Spencer Levin, John Senden and Kyle Reifers, and talent marketing clients such as Reggie Bush, Colt McCoy, Ndamukong Suh and Ryan Tannehill. Headquartered in New York, TLA operates out of offices in New York, Newport Beach, Houston, San Francisco, Charleston, SC and London. For more information, visit [www.tlaww-plc.com](http://www.tlaww-plc.com).

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