

## **TLA Worldwide plc**

### **TLA forms new digital partnerships John Huh wins PGA Rookie of the Year**

#### **Digital partnerships**

TLA Worldwide plc (AIM: TLA) (“TLA” or the “Company”), the athlete representation and sports marketing business today announced two new partnerships to further expand its digital offerings for its clients.

The first is a partnership with the social commerce firm FAN.ME, to deliver an innovative social media management system that displays key analytics, facilitates audience growth and increases engagement. The new tool, activated through a mobile app, will give clients and brands the ability to instantly track information across a wide range of social media platforms as well as measure the return for brands when engaging on wide-ranging programs with TLA clients.

FAN is a social media management system built specifically for influential individuals, such as athletes and celebrities. Marketers, agencies and sponsors can receive customized dashboards and API's for tracking valuable performance data and important demographic insights for each of their clients' social media. A campaign management platform is also included for the tracking and fulfillment of campaigns.

The firm also announced a new partnership with AllStar Deals, a social commerce company that brings brands, athletes and celebrities together with their online consumers. TLA has partnered with AllStar to increase the scope of digital marketing offerings available to its clients.

AllStar Deals sells electronic gift cards for national brands and also offers exclusive products and promotional gifts from celebrity and athlete sponsors, directly to their online fans. The company has contracted more than 100 national brands, all of which can be made available for partnerships with TLA's client roster for new marketing deals, fan experiences, loyalty rewards, social media campaigns, and e-commerce goals.

By partnering with FAN and AllStar Deals, TLA is seizing upon current marketing trends and actively identifying and pursuing new opportunities in social media for its clients.

“Aggregating information and gauging success in real time remains a huge challenge because of the diversity of measurement platforms available, but we believe that this partnership with FAN.ME will help bring a simple solution to this very complex problem,” said TLA CEO, Michael Principe. “This new tool will be able to show the ROI on a program and combine that return with an aggregate social media footprint which will provide huge added value to all involved, from clients and media companies to brands. It will be a game changer in how measurement is done. We also expect the new partnership with AllStar Deals, to open up even more opportunities in the digital space for our elite list of clients.”

#### **Golf division**

TLA is also pleased to announce that one of its leading golf clients has been awarded the prestigious accolade of Rookie of the Year on the PGA TOUR. Selection was made via voting by PGA TOUR members who played in at least 15 eligible official money events in 2012.

John Huh, 22, was the only rookie to qualify for the end of year TOUR Championship and the fifth rookie to qualify for the TOUR Championship since the inception of the FedExCup in 2007. He was also the youngest player to qualify for the TOUR Championship since Sergio Garcia at the age of 21 in 2001.

Huh's other achievements during the year include winning the Mayakoba Golf Classic in February, was the youngest player in the season-ending FedEx Cup Championship and finished 28<sup>th</sup> on the final official money list (\$2,692,113). He also totalled four top-10 finishes in 28 starts.

Capitalizing on the success of his past season, TLA has also recently concluded sponsorships deals on behalf of John Huh with major golfing brands, including Titleist, TaylorMade and Absorbant Designs.

Mike Principe commented, "Our golf division had a stellar year in 2012 and we are delighted to round it off with this award for one of most exciting talents in John Huh. He is an outstanding role model to all aspiring young golfers."

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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, 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, 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).