

8 May 2017

**TLA Worldwide plc**

(“TLA” or the “Group”)

**TLA appointed by New Zealand Rugby for 125<sup>th</sup> Anniversary Match**

*World Champions, the All Blacks, will play the Barbarians at Twickenham to celebrate 125<sup>th</sup> anniversary of New Zealand Rugby*

TLA Worldwide plc (AIM: TLA), a leading athlete representation and sports marketing business, is pleased to announce that it has been appointed by New Zealand Rugby (“NZR”) as their partner to manage and deliver their 125<sup>th</sup> anniversary match in November this year.

The match will see current World Champions, the All Blacks, celebrate the 125<sup>th</sup> anniversary of NZR with a special commemorative game against the Barbarians at Twickenham on Saturday the 4<sup>th</sup> of November, for the opening game of their 2017 end-of-year Northern Tour. It will be the first time the All Blacks have returned to Twickenham since winning the Rugby World Cup in 2015.

As the event agency, TLA’s role will be to organise and deliver all aspects of the match, and it is a continuation of a strong working relationship between the two organisations. Previous matches organised by TLA in partnership with the New Zealand Rugby include the two sell out All Blacks matches in Chicago, against the USA in 2014 and Ireland in 2016.

The game will mark the 11<sup>th</sup> time that the Barbarians and the All Blacks have played in their history. The All Blacks have won seven of the previous outings, with the Barbarians winning on two occasions and one draw. The All Blacks last played the Barbarians in 2009 and will be looking to avenge a 25–18 loss in a match that saw South African Bryan Habana score a hat-trick of tries.

Steve Tew, CEO of NZR, said: “We are delighted to announce the match against the Barbarians. Like the All Blacks, the Barbarians are part of rugby’s rich history and the match later this year is a befitting way to mark our 125<sup>th</sup> anniversary. Playing the Barbarians is always a special occasion and we think our shared history make this game the most appropriate way to mark our milestone.”

Barbarians President Micky Steele-Bodger said: “We’re thrilled to be renewing one of rugby’s great rivalries at Twickenham on November 4 and we believe it will be another classic encounter between two famous teams. The Barbarians expect to bring together some of the world’s greatest players to take on the All Blacks and to play with the style and attacking flair that the club’s traditions demand.”

Bart Campbell, TLA Chairman, said: “We look forward to working with the All Blacks again for what will be a showpiece event at Twickenham. A game between the World Champions and the Barbarians will highlight the best rugby has to offer. This match demonstrates our excellent relationship with New Zealand Rugby, whom we are delighted to partner with for this anniversary match, which is another endorsement in our ability to deliver quality sporting events.”

**Enquiries:**

|  |                  |
|--|------------------|
| <b>TLA Worldwide</b>   |                  |
| Bart Campbell, Executive Chairman<br>Michael Principe, Chief Executive Officer | +1 212 645 2141  |
|  |                  |
| <b>Numis Securities</b>  |                  |
| Nick Westlake and Oliver Hardy (Nomad)   | +44 20 7260 1000 |
| Christopher Wilkinson (Broker)   |                  |
|  |                  |
| <b>Luther Pendragon</b>  |                  |
| Harry Chathli, Alexis Gore   | +44 20 7618 9100 |
|  |                  |

**About TLA Worldwide**

TLA Worldwide is a leading athlete representation, event management and sports marketing group quoted on AIM-LSE in London. The Group derives revenues from long-term agency relationships with many prominent U.S. and international sports stars, broadcasters and media personalities associated with major sports including the MLB, NFL, NBA, PGA TOUR, AFL, Olympians and Cricketers. In addition, it also provides a range of services in respect of media consultancy, sports sponsorship and event creation, operation and ownership. TLA Worldwide serves its clients from 10 locations worldwide including its offices in London, UK; New York, Newport Beach, San Francisco and Houston, USA; Melbourne, Perth, Adelaide and Sydney, Australia. For more information, please visit [www.tlaworldwide.com](http://www.tlaworldwide.com).