

TLA Worldwide PLC

TLA Worldwide Creates Talisman Sports and Media

RNS Number : 0257R
TLA Worldwide PLC
06 December 2016

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TLA Worldwide plc
("TLA" or "the Group")

TLA Worldwide Creates New Agency for Commercial Exploitation of Sports Rights

Industry experts, Simon Thomas and Andrew Guy to head up new sports marketing business

TLA Worldwide plc (AIM: TLA), a leading athlete representation and sports marketing business, is pleased to announce the creation of a new independent sports marketing business, Talisman Sports and Media ("Talisman"), in partnership with Mr. Simon Thomas and Mr. Andrew Guy. The newly formed company, Talisman, will focus on the commercial exploitation of existing sports rights within the TLA Group and the development of new opportunities. It will be headquartered in the UK with offices in London and Switzerland.

Thomas and Guy, who were previously engaged in global commercial roles at Fox Sports, are seasoned sports marketing professionals with specific experience in brand building as well as the packaging and sale of media rights in existing or newly created premium sports properties.

Prior to his role as Executive Vice President of Global Sport and Content Sales at Fox, Thomas was CEO of TEAM Marketing, the commercial agency responsible for marketing and sales of UEFA club competitions including UEFA Champions League and UEFA Europa League. Guy, previously Fox's Senior VP of Global Sport, came from a Commercial and Business Affairs role at CAA11, UEFA's agency for the sales of national team competitions where he was involved in the commercialisation and sale of rights to UEFA's national team competitions. Before that he was Commercial Director at TEAM Marketing.

TLA Worldwide is a leading athlete representation, event management and sports marketing group quoted on AIM-LSE in London. In the USA, it was most recently responsible for the successful organisation and promotion of the Ireland vs All Blacks Rugby Union match in Chicago. TLA will not initially have a shareholding in Talisman but has the option to acquire a majority stake within a five year period from the date of this announcement.

Talisman Managing Director, Simon Thomas, said: "The sports marketplace is extremely dynamic right now, reflecting a rapidly changing media environment. Sports rights are becoming increasingly valuable and rights owners need to understand how they treat those rights to best develop their brands and properties. TLA is an ambitious organisation with excellent relationships in a variety of sports. We think it's a good fit for us and we look forward to making this partnership a success."

TLA Chairman, Bart Campbell, said: "Taking a stake in the new business is in line with TLA's stated strategy to expand its range of services and geographic presence. Simon and Andrew bring a wealth of quality experience to the organisation and we welcome them to the TLA family and look forward to working with them on a variety of projects. TLA has a strong presence in athlete representation, sponsorships, event creation and development. Working with Simon and Andrew's specialist marketing and media rights expertise will enhance TLA's overall offering and help us pursue new opportunities in tandem, better servicing our clients' needs."

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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 and Olympians and Cricketers. In addition, it also provides a range of services in respect of media consultancy, sports sponsorship and event creation and ownership, including the International Champions Cup tournament in Australia. With over 170 full-time personnel, TLA Worldwide serves its clients from 10 locations worldwide including its offices in London, UK; New York, Newport Beach and California, USA; Melbourne, Perth, Adelaide and Sydney, Australia. For more information, please visit www.tlaworldwide.com.