

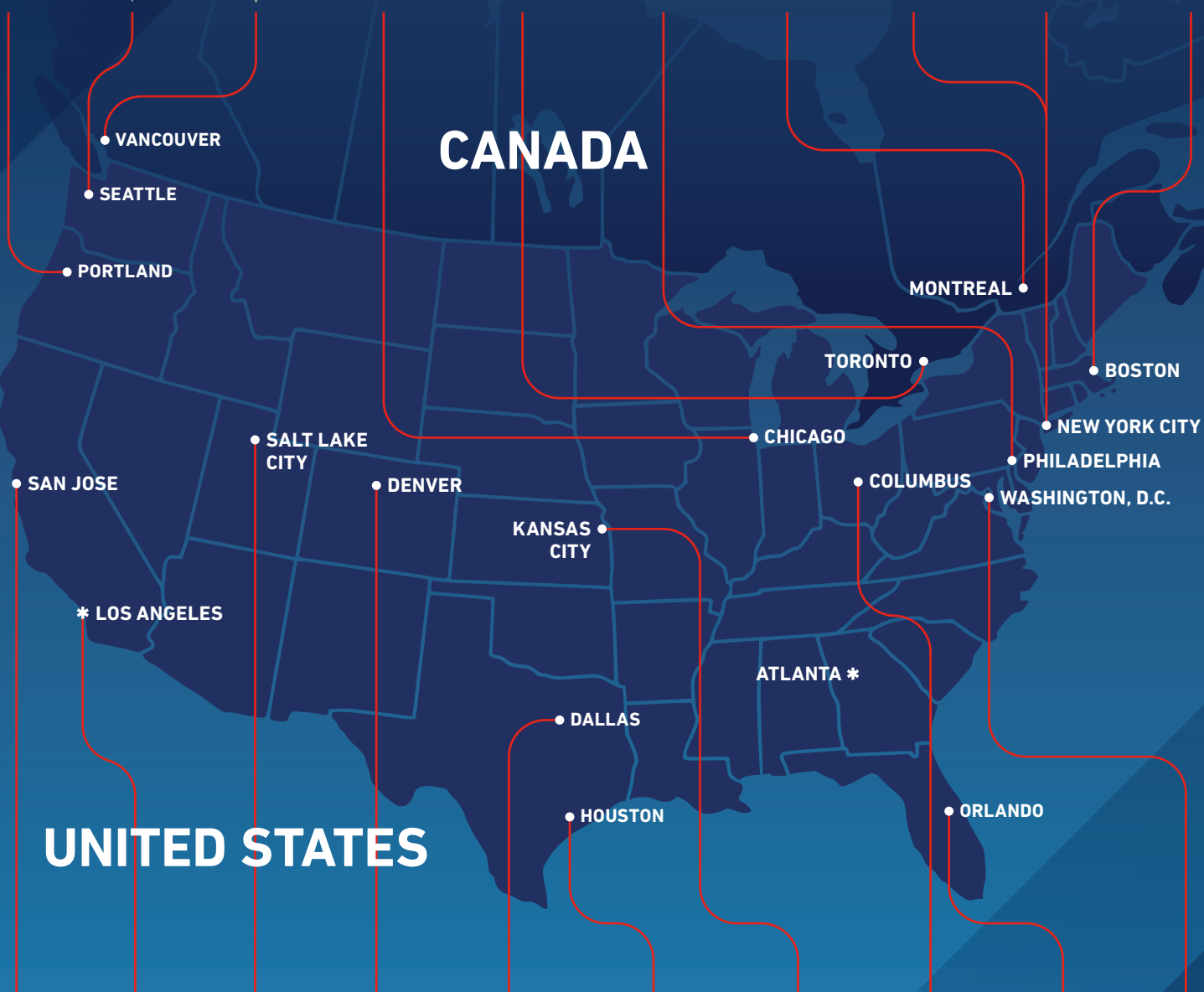


20TH
SEASON

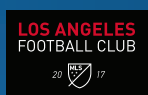


CANADA

UNITED STATES



* LAFC AND ATLANTA WILL JOIN IN 2017



20TH SEASON OVERVIEW

Major League Soccer is coming off a record-setting season in 2014, as the league witnessed all-time highs in television viewership, in-stadium attendance, consumer products, digital audience and social media engagement. MLS enters its 20th season at a time of remarkable and rapid transformation, and the sport of soccer continues to grow at all levels throughout North America.

20th SEASON HIGHLIGHTS

TWO NEW EXPANSION TEAMS – Orlando City SC and New York City FC join MLS in 2015, bringing the league to 20 clubs. Atlanta and a second team in Los Angeles join MLS in 2017. MLS' goal is to expand to 24 clubs by 2020.

U.S. WORLD CUP STARS IN MLS – 13 members of the 2014 U.S. World Cup team compete in MLS, led by captain Clint Dempsey of the Seattle Sounders and recent Toronto FC signee Jozy Altidore.

INTERNATIONAL ICONS JOIN MLS CLUBS – Some of the world's most accomplished players will make their MLS debuts in 2015, including Brazilian World Cup winner Kaká, Spanish World Cup champion David Villa, English stars Steven Gerrard and Frank Lampard, and Italian national team forward Sebastian Giovinco.

NEW TV AGREEMENTS – New eight-year, landmark television and media rights partnerships in the United States begin in 2015 with ESPN, Fox Sports and Univision Deportes. UniMás will televise a Friday night game of the week and every Sunday evening will feature a doubleheader on ESPN and Fox Sports. TSN and RDS will continue to broadcast MLS matches in Canada.

HOMEGROWN STARS DEVELOPED IN MLS – Similar to other top soccer leagues throughout the world, every MLS team has a youth academy where players can develop with their local club and sign a professional contract directly with the first team. Nearly 150 homegrown academy players have signed professional contracts with MLS clubs, including 23-year-old LA Galaxy standout Gyasi Zardes whose 17 goals in 2014 earned him his first call-up with the U.S. national team in January.

NEW STADIUMS – When MLS started in 1996, all teams played in gridiron football stadiums until the first soccer-specific stadium – Crew Stadium – opened in 1999. With the debut of Avaya Stadium in San Jose this season, 15 MLS clubs will play in venues built with soccer in mind. And more are on the way as Orlando City SC and D.C. United will open new soccer stadiums in the next two years.



THE BIGGEST STARS PLAY I



KAKÁ

FIFA World Player of the Year

World Cup winner



DAVID VILLA

Spain's all-time leading goal scorer

World Cup winner



JOZY ALTIDORE

Two-time U.S. World Cup veteran

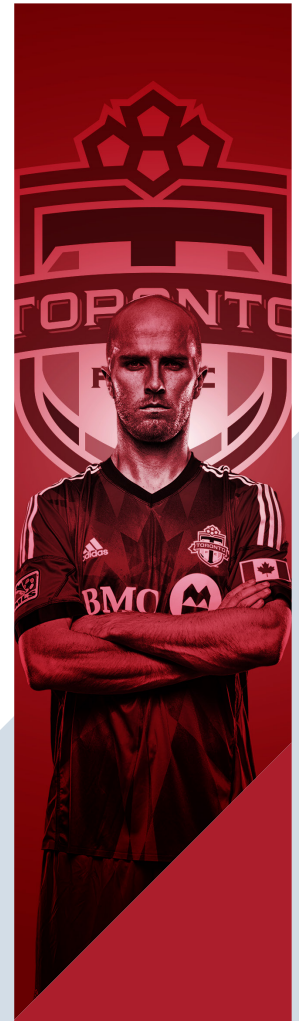
Returns to MLS after seven seasons in Europe



CLINT DEMPSEY

Only American to score in three World Cups

Second in all-time goals for U.S. national team



MICHAEL BRADLEY

Two-time U.S. World Cup veteran

EPL, Serie A and Bundesliga veteran

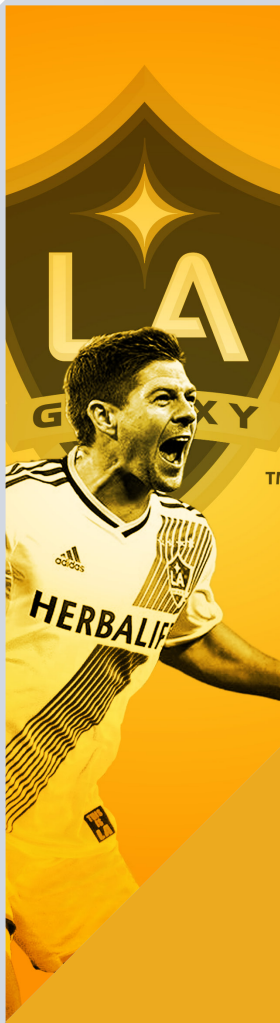
N MLS



JERMAINE JONES

U.S. national team star

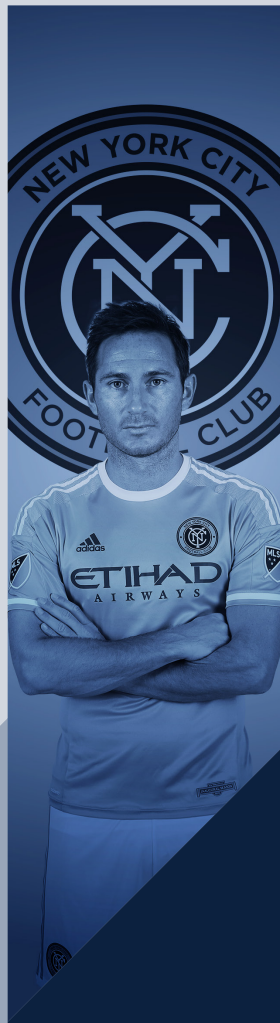
MLS Cup 2014 runner-up



STEVEN GERRARD

Longtime England national team captain

Liverpool icon joins the Galaxy in July



FRANK LAMPARD

Highest scoring midfielder in English Premier League history

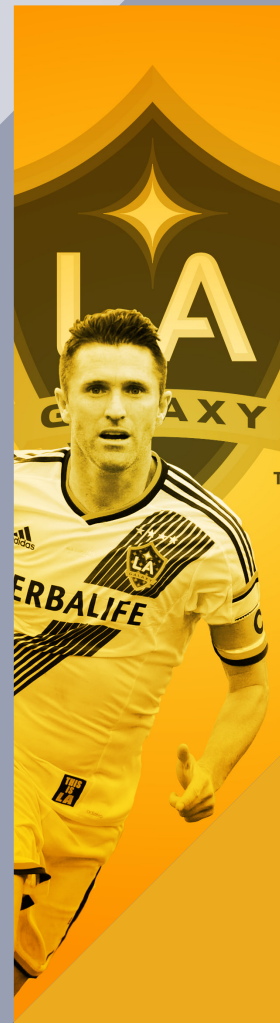
England national team star



SEBASTIAN GIOVINCO

Italian national team standout

Former Juventus F.C. playmaker



ROBBIE KEANE

Irish national team's all-time leading scorer

2014 MLS Most Valuable Player

SOCCER IN THE U.S. AND CANADA

18-34 MILLENNIAL FANS

Professional soccer is among the most popular spectator sports in the United States among young adults.

(source: Luker on Trends ESPN Sports Poll – 2014)

Based on the way it is trending, Major League Soccer's fan base will triple or quadruple in the U.S. in the coming years.

(source: Luker on Trends ESPN Sports Poll)

70 MILLION ADULT SOCCER FANS

The soccer fan base in the United States is almost 70 million adults and growing. In 2006, there were 48 million adult fans of soccer, a 44% growth rate.

(source: Scarborough Research for people 18+)

SOCCER CONTINUES TO GROW

Soccer's popularity has grown faster than any other sport in the United States since 2006.

(source: Scarborough Research for people 18+)

18 million people age 6+ play soccer in the United States. In Canada, soccer is the most popular participatory team sport.

(source: Soccer Industry Council of America and Canadian Soccer Association)

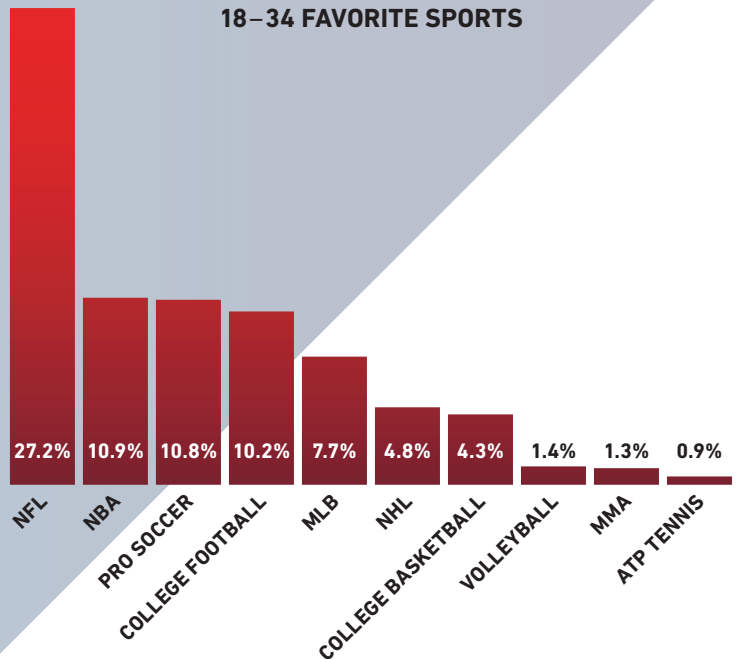
WORLD CUP SET RECORD NUMBERS

The 2014 World Cup had record TV numbers in the United States and Canada. 27.6 million people watched the USA – Portugal match on ESPN and Univision. In Canada, 89 per cent of the country's population tuned in at some point during the month-long tournament from Brazil.

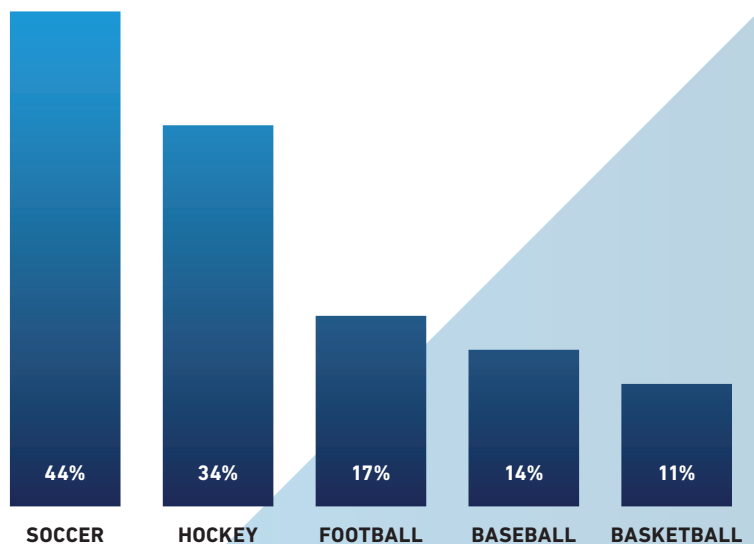
196,000 tickets were purchased by U.S. residents for the 2014 FIFA Men's World Cup -- more than any country outside of the host nation, Brazil -- and more than England, Germany and France combined. Canadians bought more than 29,000 tickets to World Cup matches, outranking all other nations that didn't qualify, and Canada was behind only 10 nations that did.

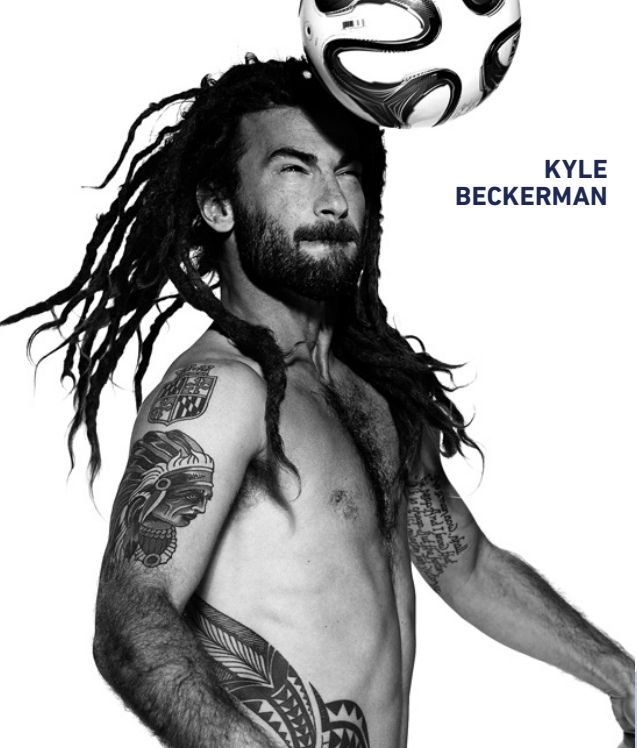
(source: FIFA)

18-34 FAVORITE SPORTS



FAVORITE SPORT (INTERNATIONAL)





**KYLE
BECKERMAN**



**DO
SUMMER
BETTER**

Cook on an Open Fire

1927-2014
**Peter
Matthiessen**
A Last Visit
with an
American
Master



**ROBBIE
KEANE**



**ROBBIE
ROGERS**



**CLINT
DEMPSEY**

2015 KEY SOCCER DATES IN THE UNITED STATES AND CANADA

- 
- January 9–13** adidas MLS Player Combine
- January 15** MLS SuperDraft presented by adidas
- January 23** MLS Preseason begins
- March 6** MLS regular season begins
- June 6 – July 5** FIFA Women's World Cup in Canada
• 24 countries compete in six cities across Canada
- June 26–28** Heineken presents MLS Rivalry Week
- July 7–26** CONCACAF Gold Cup tournament
• 12 countries compete in 13 cities across the U.S. and Canada
- July 29** AT&T MLS All-Star Game in Colorado
• MLS All-Stars vs. a top international club
- August 28–30** Heineken presents MLS Rivalry Week
- October 25** MLS Decision Day
• MLS regular season ends
- October 28** MLS Cup Playoffs begin
- December TBD** MLS Cup 2015