



MAJOR LEAGUE RUGBY™



2018 MLR Stories



CBS Sports Network will broadcast a 13-game MLR package, the first national television partnership in the history of American professional rugby. The multi-year deal includes an MLR Game of the Week and postseason coverage of the semifinal and championship. MLR will play a 10-game schedule with each team playing eight regular season games with two bye weeks. The season will begin April 21, 2018 with the regular season concluding on June 24, 2018.



ESPN will carry an 18-game package covering regular season games to national and international audiences across its platforms. The deal is a vital part of providing rugby fans access to all 31 regular and postseason games of MLR's first season, carried live across all devices. In addition to the game coverage, ESPN.com will feature MLR content creating a prominent destination for fans of rugby globally for the American startup League.



XBlades, an Australian company specializing in rugby apparel and cleats, will outfit all seven teams and match officials in their pro team apparel. In addition to on-pitch kits, XBlades will provide players with the revolutionary bladed sole rugby boots the brand has become renowned for.

Major League Rugby (MLR) is kicking off its inaugural season in April 2018 with seven teams.

MLR will:

- Create a high level, commercially sustainable, professional rugby league in the United States
- Build on existing support by emphasizing local outreach and community engagement
- Promote participation and support for the game
- Develop youth, social and high performance pathways for players and fans to enjoy the game from childhood to their golden years
- Develop U.S. rugby infrastructure to ensure that the league has growing support for decades to come

MLR boasts superb leadership with the background and ability to spearhead league and team efforts to launch a successful startup professional league.

Commissioner: Dean Howes is a sports industry veteran with more than twenty years of experience developing sports, entertainment and media properties and as a professional team owner and CEO. As a partner at SCP worldwide, he was a founding owner and CEO of Real Salt Lake, where he was the driving force behind the development of Rio Tinto Stadium. He has been an owner, and developer, of a number sports and entertainment properties including the St. Louis Blues, Tupelo Honey and Running Subways.

Deputy Commissioner: Nic Benson has more than fifteen years of experience launching sports, political and government programs in the US and overseas. He was a consultant on the 2008 launch of the Indian Premier League. He has served as a strategic and communications advisor to dozens of successful political candidates and parties in the US and overseas and launched and managed economic policy reform, food security and democratic development programs in Asia, Latin America and Africa.

Learn more at USMLR.COM



40 Million rugby fans nationwide



22 Million
millenials

27 Million
have children

Learn more at
USMLR.COM

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Teams

Austin, TX - Austin Elite

Glendale, CO - Glendale Raptors

New Orleans, LA - NOLA Gold

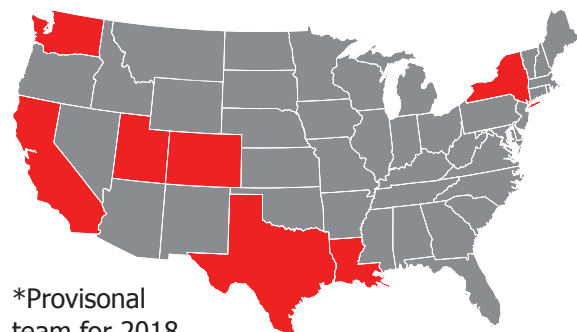
Salt Lake City, UT - Utah Warriors

San Diego, CA - San Diego Legion

Houston, TX - Houston SaberCats

Seattle, WA - Seattle Seawolves

***New York, NY** - Rugby United NY



*Provisonal
team for 2018

75-100k

viewers per
local broadcast

1.1-1.4

Million

viewers per
national match



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RUGBY