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FOR IMMEDIATE RELEASE

National Lacrosse League Announces Partnership with TRUE Sports

PHILADELPHIA, PA – The National Lacrosse League (@NLL) announces that it has added TRUE Sports, a global leader in sports equipment design, to its growing list of partners for the 2019-20 season. Offering unmatched protection and durability, TRUE Sports' innovative gear will be mobilized throughout the NLL during the 2019/2020 season, which begins November 29.

“Our goal is to work with best in class innovative companies on and off the field. TRUE Sports has designed some of the most advanced equipment in a host of sports including lacrosse,” said Kevin Morgan, EVP, CRO of NLL. “We are looking forward to having them as our partner for the player handle category as well as being the official helmet of our referees this season.”

“Here at TRUE, we control every step of the process from design, to engineering, to manufacturing so that every piece of equipment that hits the floor or retail shelf is a cut above the rest.” said Tom Burns, General Manager of Lacrosse at TRUE Sports. “We are excited to be able to join the league and continue to help grow the game through our partnership.”

The NLL is North America's largest premier professional lacrosse league with 13 teams in key markets across North America. Ranking third in average attendance for pro indoor sports, the NLL experienced substantial growth last season with nearly a million total ticket sales. Compared to the 2017-18 season, the NLL saw a:

- 151% increase in total unit sales with the inclusion of Turner and B/R Live
- 28% increase in live viewers, 60% of which had never played in a house league
- 27% increase in average unique viewers (online)
- 14% increase in average minutes viewed (online)

Additionally, NLL has projected a 29 percent increase in its sponsorship revenues from 2018 to 2019.

For the most up to date information and breaking news, sign up for the NLL newsletter at NLL.com. Also follow Deputy Commissioner Jessica Berman and Commissioner Sakiewicz on Twitter @JessicaBerman1 and @NLLcommish, respectively.

About the National Lacrosse League

The National Lacrosse League (NLL) is North America's premier professional lacrosse league. Founded in 1986, the NLL ranks third in average attendance for pro indoor sports worldwide, behind only the NHL and NBA. The League is comprised of 13 franchises across the United States and Canada: Buffalo Bandits, Calgary Roughnecks, Colorado Mammoth, Georgia Swarm, Halifax Thunderbirds, New England Black Wolves, New York Riptide, Philadelphia Wings, Rochester Knighthawks, San Diego Seals, Saskatchewan Rush, Toronto Rock, and Vancouver Warriors. For more information, visit NLL.com and find the NLL on Facebook, Instagram and Twitter.

MADE TRUE. PLAY TRUE.



About TRUE Sports

A leading innovator & manufacturer of premium sporting goods, TRUE Sports, Inc., is a leader in golf, hockey, lacrosse, diamond and ice skate industries. The company produces a wide variety of premium performance products under the True Temper, Project X, Grafalloy, ACCRA, Aura and TRUE brands in countries throughout the world. More than 1,000 individuals in 10 facilities proudly represent TRUE Sports across the United States, Europe, Japan, China and Australia.

For more information visit www.truesportslacrosse.com.

Follow TRUE Sports Lacrosse on Instagram @playtruelax

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