



PRESS RELEASE

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AFP PARTNERS WITH PRO RUGBY FOR ITS INAUGURAL SEASON STARTING ON APRIL 17

AFP, A GLOBAL LEADER COVERING INTERNATIONAL SPORTS AND SPECIAL EVENTS IS EXCITED TO ANNOUNCE A PARTNERSHIP WITH PRO RUGBY AND WILL PROVIDE THE ORGANIZATION WITH INTERNATIONAL RUGBY CONTENT AND APPLICATIONS FOR ALL MAJOR RUGBY EVENTS AS WELL AS FOR THE NORTH AMERICAN LEAGUE TO ENGAGE THE FANS DURING THE ENTIRE SEASON.

Rugby fans and players will meet this Sunday for the first time in North America with inaugural matches located in Glendale, CO, featuring Denver vs Ohio and San Francisco vs Sacramento in Sacramento, CA. The break-through season for the Professional Rugby Organization will continue through July leading up to the Olympics where then Rugby sevens will be introduced to the Olympics for the first time ever.

In addition to illustrated news from rugby events around the world, the schedules, scores and statistics for all the matches will be available via results-driven, responsive applications (powered by Infoplum) in order to inform, engage and entertain the audience.

David Millikin, Director of AFP North America says “AFP has a history of award-winning sports coverage and creating engaging applications for a range of international sports and special events. The extensive coverage we provide internationally aligns superbly with the fastest-growing sport in North America, Rugby.”

“PRO Rugby is excited to partner with AFP and to leverage AFP’s experience in rugby coverage. AFP will help PRO Rugby and its fans integrate into AFP’s existing worldwide rugby news coverage and applications”, added Doug Schoninger, CEO of PRO Rugby.

AFP has a presence in over 150 countries covering sports ranging from soccer, rugby, tennis, cricket, golf, cycling and formula one racing among other sports. In addition, AFP will be providing extensive multi-media reporting on major sporting events like the Rio Olympics, Euro Soccer Championship and the Copa America Centenario.

About AFP

AFP is a global news agency delivering fast, accurate, in-depth coverage of the events shaping our world from conflicts to politics, sports, entertainment and the latest breakthroughs in health, science and technology. With 2,326 staff spread across almost every country, AFP covers the world 24 hours a day in six languages. AFP delivers the news in video, text, photos, multimedia and graphics to a wide range of customers including newspapers and magazines, radio and TV channels, web sites and portals, mobile operators, corporate clients as well as public institutions.

More about AFP at www.afp.com

About Pro Rugby

The Professional Rugby Organization (PRO Rugby) is the official league for professional rugby union in North America, sanctioned by USA Rugby and World Rugby. Embracing the highest standards of play and character on and off the field, Pro Rugby champions the fastest-growing sport in North America and its all-inclusive nature as we attempt to “Raise Our Game.” Visit www.PRORugby.org for more details

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Press contact: Maud Forlini - Tel. : +33 (0)1 40 41 81 12 - maud.forlini@afp.com