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FOR IMMEDIATE RELEASE

U.S. Polo Assn. brand and United States Polo Association to be the presenting sponsors at the first ever U.S. Polo Assn. Central Park Polo Challenge in New York City on September 21

NEW YORK, NY (September 17, 2014) – USPA Properties, Inc. announced today that its North American licensee for its **U.S. Polo Assn.** brand, JRA Trademark Co. Ltd., will be the presenting sponsor at the first ever U.S. Polo Assn. Central Park Polo Challenge on September 21 at 3p.m., in collaboration with the Chronicle of the Horse, United States Polo Association, and Grand Champions Polo Club. The match will be played in the park's Trump Wollman Rink, which will be transformed into an arena polo venue as the finale of the Central Park Horse Show, presented by Rolex. Arena polo is a high-energy, fast-paced version of polo played with a three-person team on a much smaller field than traditional polo that is gaining in popularity nationwide.

The **U.S. Polo Assn.** team will consist of three highly talented American polo players; Grant Ganzi, age 16, Juan Bollini, age 18, and Nic Roldan, age 31. Their opposing teams illustrate polo's rich multigenerational heritage through players Melissa Ganzi, who is Grant's mother and Juan Bollini Sr., who is Juan's father. As part of the United States Polo Association's ongoing program to expose sports fans nationwide to the sport of polo, the match will be telecast on the NBC Sports Network (NBC SN) on October 4 at 3:30 p.m. eastern. It will be the first ever nationwide telecast of an arena polo match and will feature six **U.S. Polo Assn.** commercial spots.

In addition to providing uniforms for the team, **U.S. Polo Assn.** limited edition merchandise will be available for sale on-site. Revenue generated from the sales supports the sport of polo through United States Polo Association initiatives such as the Team USPA professional player development program, nationwide interscholastic and intercollegiate polo programs, player safety and equine welfare programs and a number of other programs that promote the growth and development of the sport through its official governing body.

“Being the official brand for the sport of polo in the United States, we are excited to see the sport return to its roots in New York City, back to where it all began,” commented Jackie Harrigan, VP Marketing. “This is a symbiotic partnership as next year marks the 125th anniversary of the United States Polo Association. U.S. Polo Assn. clothing is authentic to the sport in that it embodies the same classic American spirit that you find on the polo field. We are proud to be part of this special event, especially as it includes Juan Bollini, one of the many polo player faces of our ‘Live Authentically’ global marketing campaign.”

For more information on the U.S. Polo Assn. brand, please visit:
www.uspoloassn.com.

For more information on the event and where to purchase tickets, please visit:
<http://centralparkhorseshow.tix.com>

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About U.S. Polo Assn.

U.S. Polo Assn. brand products are authentic and officially sanctioned by the United States Polo Association (USPA), the governing body for the sport of polo in the U.S. since 1890.

USPA Properties, Inc., a wholly owned, for-profit, tax-paying subsidiary of the USPA, manages its licensing program in over 135 countries through independent retail, department, online and U.S. Polo Assn. brand stores.

Primarily featuring sportswear for men, women, and children, the product offering has expanded to include accessories, luggage, watches, shoes, home furnishings and more.

As the steward of the Association’s marks, Properties’ mission is to develop a long-term source of revenue to help underwrite numerous programs for education about and promotion of the sport of polo in the U.S., from memberships and handicaps, to clubs and tournaments; from interscholastic programs to Team USPA mentoring; with particular concern for equine welfare and player safety throughout.

About United States Polo Association

The U.S. Polo Association was organized and exists for the purposes of promoting the game of polo, coordinating the activities of its Member Clubs and Registered Players, arranging and supervising polo tournaments, competitions, and games, and providing rules, handicaps, and conditions for those tournaments, competitions, and games including the safety and welfare of participants and mounts. For more information, please visit www.uspolo.org.