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## **FOR IMMEDIATE RELEASE**

### **U.S. Polo Assn. to be the official clothing sponsor for the World Snow Polo Championship on December 19-20 in Aspen, Colorado**

NEW YORK, NY (December 10, 2014) – USPA Properties, Inc. announced today that its North American U.S. Polo Assn. licensee, JRA Trademark Company, LTD., will be the official clothing sponsor for the World Snow Polo Championship on December 19-20 in Aspen, Colorado. Other sponsors include Piaget, Flexjet and the St. Regis.

The U.S. Polo Assn. brand will supply jerseys to all players participating in this tournament, which is organized by Marc and Melissa Ganzi, co-founders of the Aspen Valley Polo Club and Grand Champions Polo Club in Wellington, Florida. The Ganzi's are very active in the polo community, in addition to being talented players themselves.

Last year's event (which was the first World Snow Polo Championship held in Aspen) attracted a dynamic audience who gathered to watch some of the best polo players in the world face each other in fast-paced snow polo matches – the St. Regis team took home the gold. In addition to polo matches, several parties were held in conjunction with the tournament, throughout the town of Aspen.

This year's teams will include *U.S. Polo Assn.*, *Piaget*, *Flexjet*, *Audi* and *the St. Regis*, and will feature talented professional polo players, such as, Tommy Biddle (the only Arena 10 goal American player), Juan Bollini, Kris Kampsen, Jeff Hall, Robert Gonzalez and Nic Roldan. The final match will broadcast on NBC Sports Network (NBC SN) on the 27<sup>th</sup> of December at 4:00 p.m. eastern.

Set against a backdrop of snowy mountains, the second annual World Snow Polo Championship held in Aspen will surely draw a great crowd, a mix of avid polo fans and VIPS. Below is a schedule of events.

12/17 - Draw & Press Cocktail @ St. Regis

12/18 - 1st Round Games

Arena @ AVPC (Carbondale)

12/19 - Press Day @ Venue

Play Off 5th & 6th Place @ Venue - Rio Grande Park

12/20 - Final & Subsidiary Final - VIP Tent Park

For more information on the brand, visit: <http://www.uspoloassnglobal.com/>.

For more information on the teams and World Snow Polo Championship, visit: <http://www.worldsnowpolo.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.*