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FOR IMMEDIATE RELEASE

USPA Properties, Inc. Names Matthew McCartin Senior Vice President, Marketing

NEW YORK, NY (March 16, 2015) – USPA Properties, Inc. announces the appointment of Matthew McCartin as Senior Vice President, Marketing, effective immediately. McCartin will be responsible for overseeing the global marketing and brand strategy of USPA Properties’ apparel brand in over 135 countries. In addition to his focus on branded product, Matthew will also be tasked with ensuring the growth of the sport’s fan base, as well as the promotion of the USPA’s 2015 polo season.

The brand and the sport go hand-in-hand, as USPA Properties is the licensing arm of the United States Polo Association ® (USPA). Revenue from the sale of U.S. Polo Assn. merchandise funds a wide range of programs that promote the sport of polo, particularly the development of the next generation of American polo players and clubs nationwide.

“Matthew brings a wealth of experience and knowledge of not only the apparel industry, but the sports industry as well,” commented David Cummings, President/CEO of USPA Properties. “This will be instrumental in further solidifying and strengthening the relationship between the sport and the sportswear.”

Prior to joining USPA Properties, McCartin served as Chief Marketing Officer at Williamson-Dickie Manufacturing Company, a privately owned 90-year-old workwear brand based in Texas. There, he set the global brand strategy for its retail and licensing programs. In addition, his experience includes various high profile positions with Yum Brands, Sprint-Nextel Corporation, NASCAR and INDY CAR.

“I look forward to promoting the synergy between the brand and the sport,” stated McCartin. “The potential for both brands is what I like to call ‘open prairie;’ by promoting the competition, tradition and heritage of the sport, while at the same time highlighting the quality of our products, we will continue to build a powerful global brand.”

McCartin is a former professional athlete, who understands the role sports/entertainment can play in building strong, competitive brands that resonate at an emotional level with today’s global consumer.

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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.

About the United States Polo Association

Founded in 1890, the United States Polo Association (USPA) is the national governing body for the sport of polo in North America and is one of the oldest sports governing bodies in the United States, preceded only by the United States Tennis Association. With over 270 member clubs and 40 national tournaments, the USPA governs polo handicaps, tournament rules and safety regulations, to ensure the welfare and being of both horse and player. Funded by sales from the officially licensed consumer brand, U.S. Polo Assn., the USPA purposefully re-invests revenue by underwriting numerous development programs to expand and sustain the sport of polo.