



For immediate release
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**UFC® AND DYACO INTERNATIONAL ANNOUNCE
GLOBAL EQUIPMENT PARTNERSHIP**

Las Vegas – UFC®, the world’s premier mixed martial arts organization, announced today that it has entered into a new, multi-year global licensing agreement with Dyaco International, **the parent company of Dyaco Canada Inc.** that will begin in 2018. The partnership, negotiated by IMG, grants the rights to manufacture and distribute UFC branded combat and fitness equipment in both professional and retail markets worldwide, excluding China.

As UFC’s global equipment and fitness accessory partner, Dyaco will develop an expanded collection of UFC branded equipment that includes the official UFC fight gloves used by all UFC athletes during competition at UFC events. Dyaco will also develop products for gym/fitness training (training mats, resistance bands, weight lifting belts, push-up bars) and weight/strength training accessories (kettlebells, Olympic bars, free weights, speed bags) that will be available for purchase at UFC events, online and via authorized retail partners around the world.

“We are pleased to partner with Dyaco, a true global leader in health and fitness equipment,” UFC Senior Vice President of Global Consumer Products Tracey Bleczynski said. “Dyaco’s global experience, reach and understanding of our brand will help further seed UFC products to a variety of markets and consumers around the world.”

The product lines will be showcased at ISPO in Munich, Germany January 28-31, followed by Taispo March 7-10 in Taipei, Taiwan and at IHRSA in San Diego, CA March 21-24.

“UFC is the fastest growing combat sports brand in the world and we are delighted that they have chosen Dyaco International to be its global equipment licensee. We are looking forward to launching an exciting range of combat and training equipment to help fans get as fighting fit as their favorite UFC heroes. UFC is truly an amazing company and we can’t wait to bring it to market. This is going to be huge!” says Michael Lin, Founder and Chairman of Dyaco International. Dyaco, one of the world’s leading manufacturers of fitness products, will invest in new research and development to create advanced products for UFC that are performance relevant and driven by technology

About UFC®

UFC® is a premium global sports brand and the largest Pay-Per-View event provider in the world. Acquired in 2016 by global sports, entertainment and fashion leader, WME | IMG, together with strategic partners Silver Lake Partners and KKR, UFC is headquartered in Las Vegas with a network of employees around the world. UFC produces more than 40 live events annually that consistently sell out some of the most prestigious arenas around the globe, while programming is broadcast in over 163 countries and territories to more than 1.1 billion TV households worldwide in 35 different languages. UFC FIGHT PASS®, a digital subscription service, delivers exclusive live events, thousands of fights on-demand and original content to fans around the world. For more information, visit UFC.com and follow UFC at Facebook.com/UFC, Twitter, Snapchat and Instagram: @UFC.

About Dyaco Canada Inc.

Dyaco Canada Inc. (www.dyaco.ca), formerly Maurice Pincoffs Canada Inc., is a wholly owned subsidiary of Dyaco International functions as a sales, marketing, and distribution company serving the needs of customers and retailers throughout Canada.

Dyaco Canada Inc. operates in a 66,000 sq. ft. facility in Niagara Falls, Ontario and specializes in the sale of home and commercial fitness equipment and trampolines. We maintain a bilingual parts and service center to assist our customers and operate service depots throughout Canada in order to satisfy customer needs promptly and efficiently. The management team at Dyaco Canada Inc. have extensive experience in sales, marketing, and retail and maintain close contact with both our regional and national accounts.

About Dyaco International

Dyaco International (dyaco.com) manufactures world-class fitness and wellness products for home, commercial and medical markets. Dyaco owns Spirit Fitness and Xterra Fitness, and it also produces products for other market-leading brands with global distribution. Dyaco International headquarters are in Taipei, Taiwan with factories in Taiwan and China.

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This press release may contain forward-looking statements. There are a number of risks and uncertainties that could cause actual results to differ materially from those anticipated by the statements above. These include, but are not limited to, competitive factors, technological and product developments, market demand and economic conditions.