



PRESS RELEASE – FOR IMMEDIATE PUBLICATION

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YETI® NAMED OFFICIAL JERSEY PARTNER OF AUSTIN FC

Legendary Austin-based premium outdoor brand signs as Official Jersey Partner of Austin FC and becomes Founding Partner of hometown's first and only major league team

Austin, Texas (February 10, 2020) - Austin FC, the 27th Club in Major League Soccer (MLS), announced today that it has entered into a historic multiyear sponsorship agreement with YETI (NYSE: YETI), the Austin-based leading premium outdoor brand best known for its iconic coolers, drinkware, and outdoor equipment. This landmark agreement between two Austin brands will grant YETI rights to become the Club's Official Jersey Partner and newest Founding Partner, marking the global brand's formal entry into both professional soccer and eSports.

As the Club's Official Jersey Partner, YETI will feature prominently within the fabric of Austin FC's visual identity when the Club begins MLS competition in Spring 2021. Austin FC will release two jerseys with YETI integration ahead of the Club's inaugural 2021 season, including the first jersey design which is slated for release during the 2020 Holiday season and a second jersey design presently targeted for release in early 2021. Upon release of the first jersey design, all authentic and replica Austin FC jerseys, including men's, women's, and youth sizes sold online and at retail locations, will proudly display the YETI brand at the center of the chest, including all jerseys worn by Austin FC's First Team and Academy players during official competitions. In addition, YETI will be incorporated within digital eSports arena jerseys and future iterations of EA SPORTS FIFA gaming products that feature Austin FC teams and players. YETI will launch a series of outdoor lifestyle products featuring the Austin FC badge at retail locations in 2020, and YETI products will also be integrated throughout Austin FC's 20,500+ seat stadium (presently under construction at 10414 McKalla Place in Austin and on-schedule to open in Spring 2021).

The agreement will also feature YETI as a presenting sponsor of Austin FC's sustainability efforts. The partnership with YETI, a brand deeply rooted in conservation and supporting outdoor lifestyles, offers a platform for both Austin brands to launch green initiatives that include the development of comprehensive recycling, compost and water refill policies and practices at Austin FC's stadium. In addition, YETI and Austin FC will have the opportunity to partner in leaguwide programming such as MLS Greener Goals week and the limited-edition, eco-friendly jersey product designed for Earth Week.

"YETI has established itself as an Austin icon," said Andy Loughnane, President of Austin FC. "YETI is an internationally acclaimed brand with passionate supporters who lead active lifestyles and embody the creative energy often found in our sport and widely found in Austin, and Austin FC is elated to begin our journey in MLS alongside an Austin legend."

“We’re incredibly grateful for the support that Austin has provided to YETI since our founding, and we’re thrilled to return the favor to our community by partnering with Austin FC as they make their Major League Soccer debut,” said Matt Reintjes, President and CEO at YETI.

In addition to being named Official Jersey Partner of Austin FC and a Founding Partner of Austin FC Stadium, YETI will receive designation as Official and Exclusive Outdoor Partner of Austin FC, Official and Exclusive Drinkware Partner of Austin FC, and Official and Exclusive Cooler Partner of Austin FC.

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About Austin FC

Austin FC joined Major League Soccer (MLS) as the 27th club in January 2019 and is the City of Austin’s first major league team. Austin FC will officially begin play in 2021 in a new, state-of-the-art soccer stadium and public park at McKalla Place, Austin.

Austin FC also runs Austin FC Academy, the fully funded boys United States Soccer Development Academy, which aims to represent the highest level of competition for elite players in Central Texas and serve as the pathway to MLS for the region’s most talented young players.

Austin FC’s parent company and ownership group is Two Oak Ventures, the entity which operates Austin FC and affiliated assets, including the 100% privately-financed MLS soccer park and stadium being constructed at 10414 McKalla Place in Austin, Texas, and St. David’s Performance Center, the \$45 million training facility of the Club and Austin FC Academy, scheduled to open in Spring 2021 and located at Parmer Innovation Center in Northeast Austin.

About YETI Holdings, Inc.

YETI is a growing designer, marketer, retailer, and distributor of a variety of innovative, branded, premium products to a wide-ranging customer base. Our mission is to ensure that each YETI product delivers exceptional performance and durability in any environment, whether in the remote wilderness, at the beach, or anywhere else life takes our customers. By consistently delivering high-performing products, we have built a following of engaged brand loyalists throughout the United States, Canada, Japan, Australia, and elsewhere, ranging from serious outdoor enthusiasts to individuals who simply value products of uncompromising quality and design. Our relationship with customers continues to thrive and deepen as a result of our innovative new product introductions, expansion and enhancement of existing product families, and multifaceted branding activities.