



PRESS RELEASE

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TAMPA BAY SPORTS & ENTERTAINMENT ANNOUNCES GROUNDBREAKING PARTNERSHIP WITH LINGLONG TIRES

TAMPA BAY - Tampa Bay Sports & Entertainment (TBSE), parent company of the Tampa Bay Lightning and AMALIE Arena, Tampa Bay Entertainment Properties (TBEP), The Identity Tampa Bay and marketing rightsholder for University of South Florida Athletics and Yuengling Center, announced a new partnership with Linglong Tires who becomes the “Official Automotive Tire” of the Lightning and USF Bulls.

“We are proud to bring on Linglong Tires during what continues to be an exciting time for both of our organizations,” said Steve Griggs, CEO of Tampa Bay Sports and Entertainment. “We thank Linglong, and their agency Red Phoenix Entertainment, for choosing TBSE as their first NHL club partnership. We look forward to using our properties and platforms to help build brand consideration as Linglong looks to expand in the United States.”

The partnership represents the Lightning’s first partnership with an organization based in China and one of only a few in the NHL and college athletics. For Linglong, this partnership marks a milestone for one of China’s strongest brands.

“Hockey continues to grow in China since Beijing was named the host of the 2022 Winter Olympics,” TBSE Chief Marketing & Revenue Officer Jarrod Dillon said. “The NHL has been a leader in paving the way to grow the sport in China, and we are proud to play a part in those efforts.”

“It is a great honor for Linglong to become the Official Tire Partner of the Tampa Bay Lightning and USF Athletics,” said Wang Feng, CEO and Chairman of Linglong Tires. “As a Top 20 global tire manufacturer, the globalization of our brand is one of our core goals. Partnering with the Lightning and USF Athletics is a significant step in doing this.”

Linglong signs on during an exciting time as the Lightning enter the 2019 NHL Playoffs having finished a record-breaking regular season with the most wins and points in the NHL, earning the President’s Trophy and the organization’s second consecutive Atlantic Division Championship.

~BE THE THUNDER~