



June 9, 2015



Dear Friends & Partners,

As we enter our fifth year of programming, Rugby and what we call the Rugby Effect are growing in this country and our company helps fuel this growth. Today we face tremendous market movement and opportunity. We couldn't be more optimistic or energized.

On June 10th we will be unveiling a new name for the company to match the growth and evolution of the business. Looking ahead, we believe now is the ideal time to signal our shift in focus from a singular great player, Serevi, toward growing the next generation of great rugby players and coaches by introducing a new company name - ATAVUS. Serevi remains a valued and integral member of our team. This is unchanged.

As ATAVUS, we enthusiastically embrace our role as stewards and champions of American rugby and we firmly believe that rugby builds not just great players, but also remarkable people. Our mission statement is clear: ATAVUS - relentlessly driven to breed character, develop skills, and champion the sport of rugby in the U.S. and beyond.

On the logistical side, ATAVUS is a dba of Rugby Nation, LLC. All contracts will still reside with Rugby Nation, LLC.

In the pages that follow, you will find:

- A short description of the primary ATAVUS programs
- A short list of Frequently Asked Questions

Please know that you may contact me or any of our staff at any time with additional questions.

We have greatly enjoyed your support/partnership. We look forward to our continued collaboration and to building on the foundation of the past five years to help grow Rugby and turn the U.S. into a true Rugby Nation. Thank you in advance for your continued support.

Best,

Ross Young
CEO
ATAVUS



TWITTER

@ATAVUS_



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/ATAVUS



INSTAGRAM

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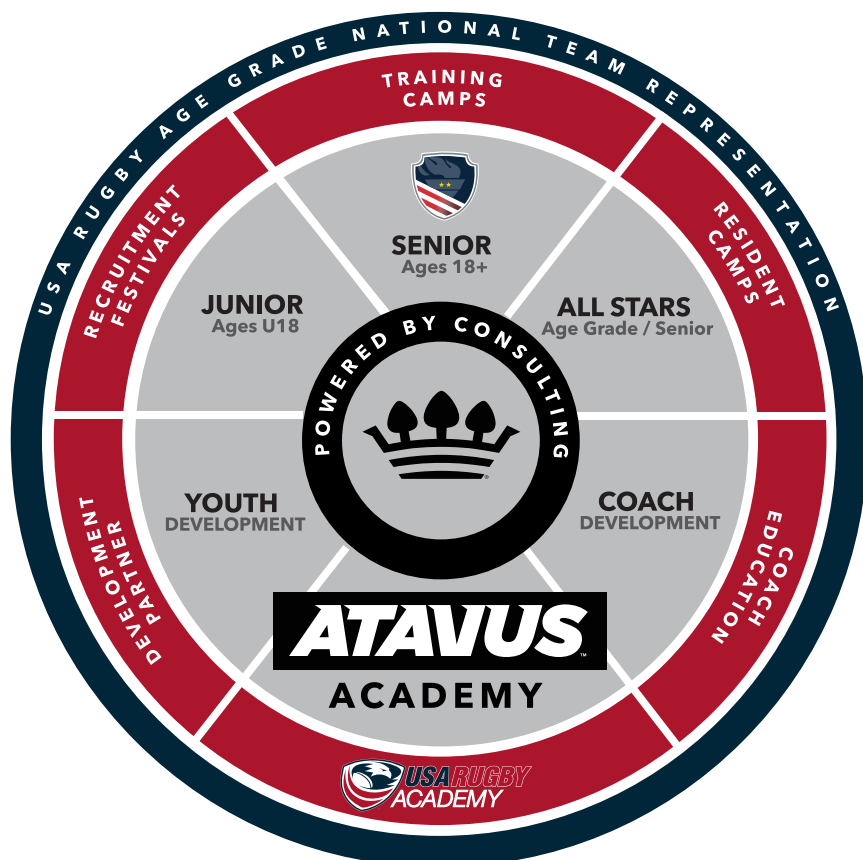
WEBSITE

ATAVUS.com

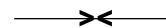
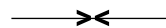
NEW
NAME.
SAME
GAME.



Rugby and what we call the Rugby Effect are growing in this country and we believe our company will help lead and bolster this growth.



REFINED
PROGRAMS.



OFFICIAL PARTNER

HIGH PERFORMANCE AND
YOUTH DEVELOPMENT



ATAVUS PROGRAMS.



The ATAVUS Academy provides sustained and consistent year-round development to athletes and coaches. It includes Resident Senior Academies in Seattle & San Diego; Junior Academies for aspiring players; All-Star squads and an evolving sustained Coach Development program.



The USA Rugby Academy powered by ATAVUS is a unique partnership with USA Rugby that provides feedback-oriented, event-based high performance development programming for athletes and coach education for coaches. It includes Training Camps, Resident Camps, National Recruitment Festivals (women) and Coach Education workshops.



Powered By is a individualized consulting platform for high schools, colleges, clubs and regional state associations.



Outside of the U.S., we work with select partners to grow the game of Rugby at multiple levels. Most importantly, we work with HSBC on their Rugby Festival Series and the XL Group on the build out of Rugby in Bermuda.



FREQUENTLY ASKED QUESTIONS.



Why did you change your name to ATAVUS?

Our business has grown and evolved in amazing ways over the last 5 years. With this growth we believe it is time to shift the focus from a single great player to growing the next generation of great Rugby players & coaches. This rebrand will better align us with the evolution of our programming and with our customers & partners.

Our mission statement is clear: *ATAVUS - relentlessly driven to breed character, develop skills, and champion the sport of rugby in the U.S. and beyond.*

What's the difference between Serevi Rugby and ATAVUS?

ATAVUS is building on the foundation of success Serevi has built over the last five years. We have learned more about the unique American rugby community, and ATAVUS is set to help to continue to grow the game. We like to say “New Name. Same Game.” ATAVUS provides:

- **Sustained, Year Round Programming:** As part of this new approach, we're building out the ATAVUS Academy, which provides sustained, year-round programming for athletes, to complement team play and the USA Rugby Academy “event-based” programs.
- **Support for the Women's Game:** Providing equal support for equal quality programming, supporting development of female coaches, and our ongoing support for the first ever Girls High School All-American team.
- **Support for Coaches:** Lastly, we believe a coach is the game changer for players, and their ability to connect with their players beyond skills and drills will make the difference - so we're creating more opportunities for coaches to build skills & network.
- **Community Building:** More than ever before, ATAVUS will be a megaphone - an ambassador - that helps the masses understand the quickly growing passion for Rugby in the U.S. We provide community opportunities for players to engage via social media, and wear apparel that identifies to themselves as Rugby players.

What does ATAVUS mean? Where did the name come from?

The dictionary defines ATAVUS as “an ancestor from which a character is assumed to be inherited”, which we believe speaks to the unique role that a strong character plays in our game. For us ATAVUS is defined as an ancestor from which character is inherited, passing along rugby while instilling values in all our players. When we were seeking a new name, we wanted to include all aspects of the game we believe in, which goes far beyond the pitch, setting young people up for success in life on and off the field.

Is Waisale Serevi still going to be involved?

Yes. As a company co-founder, Waisale has been involved with the launch of ATAVUS and will continue to lead programs and coach. While you'll continue to see Waisale across all programming, he'll spend much of his time focused on our international programming, utilizing the Serevi brand that is known so well globally.



Aren't you just a 7s company? Does this change that?

No, our programs build skills for the 15s and 7s game. Because Waisale Serevi made his name in the 7s game, there has been a natural association with us as a 7s specific organization, however Serevi and now ATAVUS programming builds fundamentals in both 15s and 7s for both men and women.

Why doesn't the name include "Rugby"?

As we continue to build a community focused on Rugby, we also wanted to provide a foundation that we could grow from, interest new players in our sport, so we are using a broad, all encompassing name ATAVUS.

Are you still a partner with USA Rugby?

Yes. ATAVUS will "Power" the USA Rugby Academy at events around the U.S. This is a great relationship between our organization and the national governing body, which has yielded a good deal of talent identification, helping both players in the performance pathway, and USA Rugby as a whole become stronger.

Will national team coaches still see athletes at ATAVUS programs?

Yes. USA Rugby national team coaches including Justin Fitzpatrick, Ric Suggitt, Richie Walker, Mike Tolkin, Peter Steinberg and their high performance staffs will continue to attend USA Rugby Academy, Powered by ATAVUS programs to scout and coach young talent.

Where will the ATAVUS Academy be?

The ATAVUS Academy will initially launch in Seattle and San Diego, with 2-3 other markets around the U.S. in development. Ultimately the Academy will be located in any city or metro area where there is a strong or growing rugby community, seeking sustained programming to build skills and provide strength and conditioning guidance.

Will ATAVUS still work with HSBC?

Yes. We have had several successful years delivering HSBC's Rugby Festivals at key locations around the world and expect to continue this relationship to bring the game to more youngsters from Hong Kong to Dubai to Brazil.

I'm a Serevi Brand ambassador, what do I tell my contacts and networks?

We welcome you to share this exciting news with your contacts and network. If you need to make it simple for people, we like to say "New Name. Same Game." If anyone wants more information on the rebrand, feel free to put them directly in touch with us and we can answer any other questions.

Are your existing Camps (HP Training, Resident Camps) still going to continue?

Yes. All currently planned camps under the USA Rugby Academy and/or Serevi Rugby name will continue as planned. You'll begin to see the ATAVUS name phased into these programs, but the dates/location/times all remain the same. The name change to ATAVUS has no impact on our scholarship program or acceptance either.

Will your social media sites change? What's the new handle?

If you already follow us on Twitter, Facebook, and Instagram you don't have to do anything to continue following ATAVUS - our sites will automatically change over to the new name. For those who need to find us, we'll be at: ATAVUS.com, Twitter: @ATAVUS_ (ATAVUS + underscore) Instagram: @atavus, Facebook: facebook.com/ATAVUS.