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Major League Rugby Partners with Thorne HealthTech as Official Wellness Partner



DALLAS (February 21, 2023) – Major League Rugby (MLR) today announced a three-year partnership with Thorne HealthTech, Inc. (“Thorne HealthTech” or “Thorne”) (NASDAQ: THRN), as the Official Wellness Partner of the league. As renowned experts in the field of human health and leaders in developing innovative solutions for a personalized approach to health and wellness, Thorne will work directly with league stakeholders to enhance MLR’s sport science and wellness practices, including the development of a Wellness Taskforce. Additionally, Thorne will provide their full suite of health supplements to the league and its players.

“We are proud to welcome Thorne to the Major League Rugby family,” said Harry Hardy, Chief Commercial Officer. “As our league continues to grow, we have been seeking the right partner in this category and have been thoroughly impressed with the product range and expertise Thorne will bring to our league. We look forward to working alongside them and learning from their experience working with top tier sports performance properties as we continue to develop our player welfare practices.”

In addition to enhancing the league’s sport science and wellness practices, Thorne will offer its products and solutions to all interested MLR rugby teams. As the Official Wellness Partner of MLR, Thorne will also offer fans of the league an exclusive discount on Thorne’s safe and effective products via a dedicated MLR storefront.

“As the sport of rugby continues to grow in the U.S., partnering with Major League Rugby gives us the opportunity to showcase our high-quality, science-backed products and solutions to an incredibly engaged and passionate audience – both players and fans,” said Paul Jacobson, CEO of Thorne HealthTech. “We know the importance of peak performance and recovery both physically and mentally, especially for athletes that train and compete at the highest level. As the trusted supplement brand for athletes all over the world, we know our products will help support each player’s individualized health and wellness needs and goals.”

MLR’s sponsorship agency Playfly Premier Partnerships played a key role in brokering the deal between both parties.

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About Major League Rugby:

Major League Rugby is a professional sports league entering its sixth season that represents the highest level of rugby competition in North America. The League evolved from seven teams in 2018 to 12 teams in 2023, featuring 11 from the United States and one from Canada. Matches are televised on Fox Sports, among other national and local market platforms. Select matches are available to stream live in North America on The Rugby Network, and all matches are available on The Rugby Network for international fans. MLR prides itself in fostering intense and high-stakes competition, while bringing together a passionate community built on the values of Respect, Inclusivity, and Tradition. For more information about MLR, visit www.MajorLeague.Rugby.

About Thorne HealthTech:

Thorne HealthTech is a leader in developing innovative solutions for delivering personalized approaches to health and wellness. As a science-driven wellness company that empowers individuals with the support, education, and solutions they need to achieve healthy aging – living healthier longer – Thorne utilizes testing and data to create improved product efficacy and to deliver personalized solutions to consumers, health professionals, and corporations. Predicated on the power of the individual, Thorne leverages artificial intelligence models to provide insights and personalized data, products, and services that help individuals take a proactive and actionable approach to improve and maintain their health over a lifetime. Thorne is the only supplement manufacturer that collaborates with Mayo Clinic on health and wellness research and content, and is trusted by more than five million customers, 46,000+ health-care professionals, thousands of professional athletes, more than 100 professional sports teams, and multiple U.S. National Teams. For more information, visit Thorne.com.

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