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Tyme Agency And Deft, LLC Announce Global Licensing Agreement for Deft Family Products

San Diego, Ca.- July 13th, 2015 – **Tyme** Agency (OTC - NBDR), and Deft, LLC signed a global licensing agreement for the design, development and distribution of Deft Family products. Deft Family is a leading brand in the motocross glove category, which it innovated in 2009 with the launch of their first gloves.

Through the partnership, Tyme Agency assumes the existing business that it has helped build and maintain over the last two years. Tyme agency will design, develop and launch its first collection of Deft Family gloves with guidance and input from Nate Adams (Deft. LLC CEO & 19 Time X Games Medalist) slated for an early 2016 release. Product will be available through existing international distributors, domestic dealers and Deftfamily.com

“I am really excited for this opportunity to partner with a brand like Deft as well as Nate Adams who brought his vision to life with the launch of his brand in 2009. I am confident my business experience will allow me to continue to build on the foundation that Deft has in place and I feel strongly that this brand has only scratched the surface as far as potential is concerned.” Says Jason Fierro CEO, Tyme Agency

“It is clear that Jason shares my passion for Deft Family as he shown to me personally over the last 2 years working together. I am confident he is the right partner to take Deft to the level I wanted to get to when I started this journey almost 7 years ago!” Says Nate Adams CEO, Deft LLC.

*About tyme: **tyme** is a boutique sports marketing agency, offering customized consulting packages tailored to fit any brand, team or athlete. Built on sixteen years of sales, marketing and consulting experience, **tyme** specializes in athlete/team representation, loyalty program management, business consulting and social media strategy.*

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