



Tough Mudder Names Donna Goldsmith as Vice President, Consumer Products

***Industry-Recognized Executive Brings Global Operations and Consumer Products
Expertise to “Probably the Toughest Event on the Planet”***

BROOKLYN, NY (March 20, 2015) - Tough Mudder announced today that Donna Goldsmith has joined the company as Vice President, Consumer Products, effective immediately. With more than 25 years of experience in licensing, merchandising, strategic planning, business partnerships and financial management, including executive positions at World Wrestling Entertainment, Inc. (WWE) and the National Basketball Association (NBA), Goldsmith brings financial, operational and strategic vision to the premier endurance event series at a time of expansive growth.

“I am pleased to welcome Donna to Tough Mudder,” said Will Dean, Chief Executive Officer and co-founder of Tough Mudder. “Her background in global consumer products and operations at the some of the most innovative and successful organizations in the industry will be highly valuable to the company as we continue to develop our business strategies for 2015 and beyond.”

Hired to manage the growing global consumer products' business at Tough Mudder, Goldsmith will be responsible for business strategy to develop the global licensing business for the Tough Mudder brand as well as selection of a new partner for the Tough Mudder e-commerce business and retailer at venue for the 60+ global Tough Mudder, Mudderella and Urban Mudder events in 2015.

“I am thrilled to be a part of the Tough Mudder family,” said Goldsmith. “To be part of a global brand that is in growth mode is tremendously exciting, and I look forward to developing a healthy consumer products business for this incredible property.”

As Chief Operating Officer at WWE, Goldsmith developed and communicated corporate objectives, facilitated company-wide execution of business plans, served as the “face” of the organization to all business partners, media and investor relations activities and led the WWE executive team in achieving the two most profitable years in company history. In 2009, while in this position, she was named second most powerful woman in sports by *Forbes*. Earlier at WWE, as Executive Vice President-Consumer Products, she led global strategic development, direction, and implementation for the WWE Consumer Products' Department, including licensing, home entertainment, publishing, merchandising, and e-commerce.

Prior to being recruited to WWE, Donna had a ten year career with the NBA, where her last position was Vice President, Consumer Products, Non-Apparel Licensing where she developed and implemented global licensing business strategies including conceiving of and developing new products, securing and negotiating deals with licensees, and managing retail relationships.

Most recently, Goldsmith has offered sports and entertainment-focused consultancy services in licensing, marketing, operations, business development and content management, with clients including LeadDog Marketing Group and Think Geek, Inc.

Goldsmith holds a degree in Communications Studies from State University of New York at Oswego, where she is currently a Vice President on the alumni board. She is a former board member of WWE, and an Advisory Board Member for Mentoring USA.

##

About Tough Mudder:

Tough Mudder Inc. was founded in 2010 by Will Dean and Guy Livingstone. Considered “Probably the Toughest Event on the Planet,” each Tough Mudder endurance challenge tests participants’ strength, stamina, mental grit and teamwork. To date, Tough Mudder’s nearly 2 million participants have raised more than \$6.5 million for its official US charity partner, Wounded Warrior Project. In 2015, Tough Mudder Inc. will host more than 60 events in 7 countries worldwide. For the schedule of event dates and locations, visit ToughMudder.com.