



NEWS RELEASE

SEATTLE REIGN FC ANNOUNCES MULTI-YEAR FRONT-OF-KIT PARTNERSHIP WITH TRUPANION

Seattle-based pet medical insurance company becomes the club's new jersey partner, uniting two organizations with deep local roots and a shared commitment to pets, people and community; The new-look kits will debut on Friday, October 10, when Reign FC returns to Lumen Field to host Bay FC (7:30 p.m. PT / FOX 13+, NWSL+, Paramount+)

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RENTON, WASH. – Seattle Reign FC today announced a multi-year agreement with Trupanion, the Seattle-based leader in medical insurance for cats and dogs, to become the club's new front-of-kit partner. The collaboration represents a historic milestone for Reign FC and the National Women's Soccer League, reflecting the continued growth of the league and the rising interest in women's professional sports. Together, the two organizations share strong local roots, a belief in equity and a passion for the power of pets and sport to unite communities.

"We're proud to partner with Trupanion, a Seattle-based and women-led company that shares our values and vision," said Seattle Reign FC Chief Business Officer **Maya Mendoza-Exstrom**. "This partnership reflects the strength of our community – innovative, inclusive and rooted in equity – and we're excited to build something that goes beyond the jersey to inspire fans, uplift women and celebrate the special bond we all share with our pets."

"At our core, Trupanion exists to help pet parents budget for the unexpected cost of veterinary care," said **Margi Tooth**, CEO and President of Trupanion. "Our goal is to enable true access to care – equity for pets and the people who love them. The power of sports and pets both lie in their ability to bring people together, to create shared moments of joy and memories to last a lifetime. Whether it's the shared thrill of the game or the unconditional love of a pet, both uplift our spirits and strengthen our sense of connection. We're excited to partner with the Reign to celebrate that bond. Partnering with the Reign not only helps us spread the word about the importance of protecting your pet but the importance of making opportunities available to all."

MEDIA RESOURCES

[**QUOTE SHEET – REIGN FC LEADERSHIP AND PLAYERS**](#)

[**PHOTOS – PLAYERS & PETS**](#)

PHOTOS – REFLECTION & RISE KITS, DETAIL IMAGES

Trupanion, headquartered in Seattle and led by Chief Executive Officer & President Margi Tooth, represents the strength of women-led leadership and the innovation of the Pacific Northwest. Its presence on the Reign FC kit highlights the region's ability to champion bold ideas and elevate women at the highest levels of both sport and business. In that same spirit, the partnership will shine a light on the love of pets as family and the importance of planning ahead so they can always receive the care they need.

"This partnership is a landmark moment for Reign FC," said Seattle Reign FC Chief Revenue Officer **Courtney Carter**. "At its core, it's about more than a logo on a jersey – it's about shared values and the belief that when a partnership is mutually beneficial, we can accomplish extraordinary things. Trupanion's roots in Seattle and global impact make them the ideal partner to join us on this journey, amplifying what it means to support one another, on and off the field."

For Reign FC players, many of whom are proud pet parents, the partnership feels like home. Trupanion's mission to ensure pets get the care they need resonates deeply with a team and fanbase that embraces pets as family, mirroring the same care and passion our players bring to the field and throughout the community.

While Reign FC celebrates this partnership with Trupanion, the club also recognizes the historical significance of its partnership with Black Future Co-op Fund (BFCF), a Washington nonprofit organization, with a mission to improve the health and well-being of Black Washingtonians through Black-led philanthropy. From 2021-2024, led by players, Reign FC proudly donated its front of kit position to BFCF, which continues to be one of Reign's intentional RISE for Community partners, joining the club in advancing equity for all in play and life.

In recognition of the club's continued support, Reign FC will donate \$10,000 to BFCF, which will be matched by Trupanion as a demonstration of their true commitment to social and racial equity and dedication to Reign's RISE for Community pillars.

Beyond the jersey, this partnership reflects a shared belief between Reign FC and Trupanion that sport can be a catalyst for impact. Together, the organizations will leverage their platforms to elevate women's soccer, inspire the next generation and create meaningful opportunities that strengthen communities across the Pacific Northwest – all while reminding us that caring for pets is part of caring for families.

Two Circles, a data-driven sports marketing agency, represented Reign FC in sourcing and negotiating the multi-year partnership with Trupanion.

The new Trupanion-branded kits will make their on-field debut on Friday, October 10, when Reign FC returns to Lumen Field to host Bay FC (7:30 p.m. PT/ FOX 13+, NWSL+, Paramount+). To celebrate the debut, fans can bring their 2025 Reflection or Rise kits to the match on Friday to have Trupanion's iconic logo added at no cost. Tickets to Friday's match at Lumen Field can be found at ReignFC.com/Tickets.

ABOUT SEATTLE REIGN FC

Seattle Reign FC was established in 2012 as a founding member of the National Women's Soccer League. The NWSL is widely considered to be the most competitive women's professional soccer league in the world. Over its first 11 seasons, the club captured the NWSL Shield three times, while making three appearances in the NWSL Championship and seven appearances in the NWSL postseason. Reign FC plays its home matches at Lumen Field in Seattle, Washington and trains at Starfire Sports Complex in Tukwila, Washington.

ABOUT TRUPANION

Trupanion is a leader in medical insurance for cats and dogs throughout the United States, Canada and certain countries within Continental Europe with over 1,000,000 pets currently enrolled. For over two decades, Trupanion has given pet owners peace of mind so they can focus on their pet's recovery, not financial stress. Trupanion is committed to providing pet parents with the highest value in pet medical insurance with unlimited payouts for the life of their pets. With its patented process, Trupanion is the only North American provider with the technology to pay veterinarians directly in seconds at the time of checkout. Trupanion is listed on NASDAQ under the symbol "TRUP". The company was founded in 2000 and is headquartered in Seattle, WA. Trupanion policies are issued, in the United States, by its wholly-owned insurance entity American Pet Insurance Company and, in Canada, by Accelerant Insurance Company of Canada or GPIC Insurance Company. Policies are sold and administered in Canada by Canada Pet Health Insurance Services, Inc. dba Trupanion 309-1277 Lynn Valley Road, North Vancouver, BC V7J 0A2 and in the United States by Trupanion Managers USA, Inc. (CA license No. 0G22803, NPN 9588590). Canada Pet Health Insurance Services, Inc. is a registered damage insurance agency and claims adjuster in Quebec #603927. For more information, please visit trupanion.com.

ABOUT TWO CIRCLES

Two Circles grows audiences and revenues for the world's leading sports and entertainment organizations by knowing fans best. From 13 international offices (Amsterdam, Bern, Cologne, Kansas City, London, Los Angeles, Melbourne, Miami, New York, Paris, Riga, Stockholm and Vancouver), Two Circles manages billions of fan data interactions on behalf of over 950 clients around the globe, with more insight into fan behavior and desire than any other organization.

The business uses this fan data to grow the volume and value of fan relationships across all channels, to increase revenue across media rights, sponsorship, ticketing, retail and licensing. Two Circles partners with organizations across the world of sport and entertainment, including the NFL, the Premier League, Wimbledon, EA Sports, and UEFA.

– REIGN FC –

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