

29 January 2018

Angling Direct plc
("Angling Direct" or the "Company")

New Store Opening

Angling Direct plc (AIM: ANG.L), the largest specialist fishing tackle and equipment retailer in the UK, is pleased to announce today the opening of a new store in Stoke. This brings the total number of stores operated by the Company to 21, with others following in 2018.

The new site is leasehold and a converted B&Q superstore on Leek Road, a very busy arterial road connecting Stoke and surrounding road networks. The new store occupies a 4,500 sq. ft. display area and the store opening will create 5-7 full and part time positions.

Stoke is a very popular fishing area, with a strong angling community, and the opening of additional retail stores further strengthens Angling Direct's presence across the UK.

Angling Direct's Chief Executive Officer, Darren Bailey, commented:

"The Stoke store is a great strategic opening given the large local angling community and its accessibility. At the same time, the new store strengthens Angling Direct's footprint in the North West and quickly follows the recent acquisitions of North West Angling, near Wigan, and Tacklesaver in Wilmslow."

For further information:

Angling Direct PLC +44 (0) 1603 258658
Martyn Page, Executive Chairman
Darren Bailey, Chief Executive Officer

Centos Securities – NOMAD and Broker +44 (0) 20 7397 8900
Bobbie Hilliam (Corporate Finance)
Russell Kerr (Sales)

Yellow Jersey PR – Financial PR
Charles Goodwin +44 (0) 7747 788 221
Harriet Jackson +44 (0) 7544 275 882

Notes for editors

About Angling Direct plc

Angling Direct is the largest specialist fishing tackle retailer in the UK. The Company sells fishing tackle products and related equipment through its network of 21 retail stores, located throughout the UK, as well as through its own website (www.anglingdirect.co.uk) and other third party websites.

The Company currently sells over 21,500 fishing tackle products, including capital items, consumables, luggage and clothing. The Company also owns and sells fishing tackle products under its own brand 'Advanta', which was formally launched in March 2016.

From 1986 to 2003 the Company's Founders acquired interests in a number of small independent fishing tackle shops in Norfolk and, in 2003, they acquired a significant premises in Norwich, which was branded Angling Direct. Since 2003, the Company has continued to acquire or open new stores, taking the total number up to 21 retail stores. In 2015 the Company opened a 30,000 sq ft central distribution centre in Rackheath, Norfolk, where the Company's head office is also located.

Angling Direct's shares are traded on the AIM market of the London Stock Exchange under the ticker symbol ANG.L.

For further information, please visit www.anglingdirect.co.uk