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|  | 30 October 2017 |
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**Angling Direct plc**

("Angling Direct" or the "Company")

**New Store Openings**

**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 Slough and the proposed opening of a new store in Stoke, in December 2017. The two openings will bring the total number of stores operated by the Company to 19, with others following soon.

With both sites being leasehold and new build, the Slough store occupies a 4,250 sq ft. display area, while the Stoke store occupies a 4,500 sq ft. area. The opening of both stores will create 12-15 full and part time positions. Both Slough and Stoke are popular fishing areas, with strong angling communities, 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:**

"A significant amount of lake and river fishing takes place within the surrounding areas of Slough and Stoke, and these latest stores openings support the Company’s strategy to roll out new stores to service popular fishing destinations and angling communities.

“As we seek to cater for all anglers across the UK with a new and modern retail offering, we will continue to strategically expand our geographical footprint as well as enhance our online offering in terms of products, experience and education to help drive angling recruitment."

**For further information:**

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**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 18 retail stores, located throughout the UK, as well as through its own website ([www.anglingdirect.co.uk](http://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 up new stores, taking the total number up to 17 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](http://www.anglingdirect.co.uk)