

29 October 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 that its new Peterborough store opened on Saturday 27 October 2018. Angling Direct now has 24 stores across the country.

The Peterborough store occupies a 3,500 sq ft. display area and is located on the east side of the city, in Boongate, easily accessed via the A47 and other arterial roads.

It is the first "destination store" of its kind in the Peterborough area and caters to all disciplines of angling, whilst also providing excellent service from the Company's local and knowledgeable staff. The new store, which will create five full and three part-time positions, is in a popular fishing area, with strong angling communities, and strengthens Angling Direct's presence across the UK.

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

"We are excited to have opened our Peterborough store, which is set in a very popular angling area with a number of rivers, lakes, and fenland drains all nearby, offering a broad range of fishing.

"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 in order to help raise the profile of angling."

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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 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 24 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