

23 December 2019

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

**New Store Opening**

**Angling Direct plc** (AIM: ANG.L), the UK's largest and fastest growing fishing tackle and equipment retailer, is pleased to announce that it opened a new store in Swinton, Greater Manchester, on Saturday 21 December 2019. The latest store opening brings the total number of Angling Direct stores across the UK to 34, with ten new stores added this year, and further strengthens Angling Direct's presence across the UK.

The new store, a former fishing tackle outlet, is located on Rutland Street, Swinton, and has been completely renovated throughout to provide a much better experience for Angling Direct's customers.

The store is ideally situated within a popular fishing area with a large and enthusiastic angling community and is surrounded by lakes and other river venues such as the River Irwell, the Ribble, and the Bridgewater Canal. As with all Angling Direct stores, it caters for a wide range of angling disciplines, whilst also providing excellent service from local and knowledgeable staff. The new store is creating four full-time positions and one part-time position.

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

*"We are excited to have opened our latest store in Swinton which increases our customer reach in the Greater Manchester region. The new store offers products for all disciplines in this very enthusiastic angling community.*

*"As we continue to cater for all angling disciplines throughout the UK with a new and modern approach towards fishing retail, we remain focused on strategically expanding our store footprint, as well as enhancing 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](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 premise 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 34 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)