

13 February 2020

**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 Warrington, Greater Cheshire, on Wednesday 12 February 2020. The latest store opening brings the total number of Angling Direct stores across the UK to 35 and further strengthens Angling Direct's presence across the UK.

The new 4,500 sq. ft store is located on Cockhedge Shopping Park, a ten-minute drive from Junction 9 on the M62, Junction 21 on the M6 and Junction 10 on the M56. The Centre offers the largest car park in the town centre, with up to 620 spaces available. The store has been completely renovated throughout to provide the expected high level of experience for Angling Direct's customers, including a full-size Pole Alley to provide customers with the opportunity to "try before they buy."

The store is ideally situated within a highly populated and enthusiastic angling community and is surrounded by lakes and other river venues such as the River Mersey and Weaver. 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 three full-time positions and two part-time positions.

**Angling Direct's Chief Executive Officer, Andy Torrance, commented:**

*"We are very excited to have broadened our reach into the North of England with the opening of our latest store in Warrington, a thriving local angling community. We look forward to providing the local anglers with a modern retail experience and products for all disciplines."*

*"The store opening supports the Group's strategy to roll out new stores across the UK to service popular fishing destinations and angling communities. At the same time, we continue to enhance our e-commerce 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 35 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)