**3 September 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 store in Guildford opened on Saturday 1 September 2018. The new store brings the total number of stores operated by the Company to 23.

The Guildford store is a leasehold, newly-built property and occupies a 6,500 sq ft. display area. It is the first “destination store” of this kind in the Guildford area and caters for all disciplines of angling, whilst also providing excellent support through the Company’s local and knowledgeable staff. The new store, which will create six full and part-time positions, is in a popular fishing area, with strong angling communities and strengthens Angling Direct's presence across the UK.

The planned opening for the Peterborough site is progressing well, and is on track to open in the coming weeks.

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

"A significant amount of lake and river fishing takes place within the surrounding areas of Guildford, and the latest store opening supports our 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 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 new stores, taking the total number up to 23 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)