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| For immediate release | 21 August 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 Swindon and the imminent opening of a new store in Slough, in September/October 2017. The two openings will bring the total number of stores operated by the Company to 17, with others following soon.

With both sites being leasehold and new build, the Swindon store occupies a 4,600 sq ft. display area while the Slough store occupies a 4250 sq ft. area. Both Swindon and Slough 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:**

*“The vast array of lake and river fishing within the surrounding areas supports the Company’s rationale for opening new stores in these locations, with the aim of capturing a large proportion of their respective angling communities. As we seek to cater for all anglers across the UK, we will continue to strategically expand our geographical footprint as well as enhance our online offering in terms of products, experience and education.”*

For further information, please visit [www.anglingdirect.co.uk](http://www.anglingdirect.co.uk).

**For further information:**

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