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RNS Number : 8197W

JD Sports Fashion Plc

04 August 2009

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Acquisition of key trading assets and trade of Canterbury Europe Limited

JD Sports Fashion Plc ('JD' or 'the Group'), the leading retailer of sport and athletic inspired fashion apparel and footwear, announces that it has acquired the key trading assets and trade of Canterbury Europe Limited (in administration) along with the global rights to the world famous heritage rugby brand 'Canterbury' and 'Canterbury of New Zealand'. The brand, goodwill and fixed assets have been acquired for £6.5 million in cash.

The acquisition means that JD now owns two important rugby brand businesses following the acquisition of Kooga Rugby Limited on 3 July 2009. JD believes that these branded wholesaler acquisitions can be developed profitably and that the global intellectual property rights will generate royalty income.

The Canterbury brand was established in New Zealand over 100 years ago and has become the world's foremost rugby apparel brand, distributing both technical and lifestyle product. It is the current brand shirt sponsor of the international rugby union teams of South Africa and Australia and of many leading clubs worldwide.

Peter Cowgill, Executive Chairman of JD, said:

"We are delighted with the acquisition of the Canterbury and Kooga brands, which will further diversify the Group's overall interests in the sports and related leisurewear markets."

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The company news service from the London Stock Exchange

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