

Company JJB Sports PLC
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JJB Sports acquires the Original Shoe Company

JJB Sports plc ("JJB") today announces that it has acquired the Original Shoe Company ("Original Shoe Company") from Sports Direct International PLC for a consideration of £5m in cash.

The Original Shoe Company sells a range of branded lifestyle clothing and footwear. Its premium clothing brands include Ben Sherman, Henri Lloyd, adidas Originals and Timberland whilst its footwear includes trainers and other leisure footwear from brands such as Lacoste, K-Swiss, Caterpillar, Converse and Timberland.

There are currently 60 Original Shoe stores based predominantly on the high street in the north of England and Scotland. JJB plans to convert some of its smaller high street JJB stores into Original Shoe Company stores. The Original Shoe Company will be run as a separate division of JJB, although it will share JJB's buying, financing and marketing functions.

Commenting on the acquisition, Chris Ronnie, Chief Executive of JJB said:

"The aspirational and lifestyle end of the market, within which the Original Shoe Company operates, offers us opportunities and will allow us to access new customers and compete more effectively with other players in this area, such as JD, without diluting JJB's strategy of being 'Serious about Sport.'"

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