

Rebel Group Acquisition Completion and New Appointment

Super Retail Group confirms that the acquisition of Rebel Group from Archer Capital was completed on 31 October 2011. The acquisition was announced on 17 October 2011 and is being funded in part by Super Retail's fully underwritten 9 for 19 pro rata renounceable entitlement offer. The institutional component of that offer has closed with good support from existing and new institutional investors.

The retail component of the entitlement offer remains open and will close at 5.00pm (Sydney time) on 16 November 2011.

Mr Peter Birtles, Chief Executive Officer of the Super Retail Group, said, 'We are pleased to have now completed the acquisition of the Rebel Group. The acquisition represents a fantastic opportunity for the Group to leverage its retail and supply expertise and to build Rebel's position as the national leader in sporting goods retailing.'

'A key focus of the business will be to establish a plan for driving like for like sales. To achieve this it is important to have a strong team in place across the Super Retail Group to build and develop our brands.'

Mr Birtles also announced that Ms Erica Berchtold has been appointed as Managing Director of Sports Retailing. She will assume direct responsibility for driving growth in the Rebel business as well as integrating Rebel into the Super Retail Group.

Ms Berchtold is a highly experienced retailer with over 15 years in the retail industry and has previously worked for Rebel as General Manager – Merchandise between 2003 and 2007. Ms Berchtold is currently employed by Specialty Fashion Group as General Manager of the Crossroads and Autograph businesses. She will join the group on the 7th November.

Commenting on the appointment Mr Birtles said 'Ms Berchtold's appointment underlines our commitment to integrating and driving the Rebel business and we are delighted to welcome her to the Group.'

'Ms Berchtold's background and experience in the fashion and leisure retail sectors make her ideally suited to her new role. Ms Berchtold's skills are a great match for the Group and we look forward to working with her to further develop the Rebel business.'

'I would also like to thank Mr John Joyce for his contribution in leading the Rebel Group business over the last four years'.

Ms Erica Berchtold said, 'I am thrilled by the opportunity to join the Group at such an exciting time. Rebel Sports is a strong business and the clear market leader, with exciting growth prospects.'

'I look forward to the working with the existing Rebel team to continue to build the business and deliver customers with a comprehensive product offering and excellent customer service.'

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