



MEDIA RELEASE

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UK's largest online cricket retailer bowls into Australia

CricketDirect, the world's largest stockist of top cricket gear, is coming to Australia. CricketDirect offers a product range, pricing and service that traditional Australian sports retailers are unable to match.

The one-stop online retailer brings the very best and latest cricket equipment to keen cricketers of any ability from professional cricketers to Sunday sloggers. CricketDirect's complete, unbeatable product range is offered at basement-level prices; on average 20 per cent cheaper than its retail competitors.

With the Ashes competition heating up the cricketing summer, business is already booming. With the very competitive UK exchange rate, there has never been a better time to take advantage of CricketDirect's already low prices.

Established in the UK in 1995, CricketDirect believes the Australian market has huge potential in which to expand; 10 per cent of its web traffic already comes from Australia.

Interested parties will be able to meet the CricketDirect team at UK Trade & Investment's Ashes business breakfast in Sydney on January 4. Also in attendance will be many other cricket-loving businesses from Australia and the UK.

Alternatively, to arrange an interview with CricketDirect's representative, Siva Thambithurai, during his visit to Australia contact Nikki Williams, UKTI, E: nikki.williams@fco.gov.uk T: + 61 2 8247 2220.

For further information on Cricket Direct and its catalogue in Australia go to: <http://cricketdirect.com/catalogue/default.aspx>

For more information on the UKTI Ashes business networking events, or to register, go to: www.uktiaustralia.com

Editors' notes

Fast facts

1. Brands include high grade English willow bats; Gray-Nicolls , Gunn and Moore, Kookaburra, Adidas, Puma, Nike, Hunts County, Salix, Mongoose & Newbery.
2. All purchases are delivered by fully-insured courier service anywhere around the world



About UK Trade & Investment (UKTI):

UK Trade & Investment is the UK Government's international business development organisation, supporting businesses seeking to establish in the UK and helping UK companies grow internationally. The services offered by UK Trade & Investment bring together a network of business sector specialists and support teams across England and in British diplomatic posts in some 100 markets all around the world. UK Trade & Investment works with a wide range of partner organisations in the UK, including other Government departments, RDAs and the Devolved Administrations, Business Links, Chambers of Commerce and trade associations. For more information, visit the Australian website at www.ukinaustralia.fco.gov.uk/en/business, follow us on twitter at twitter.com/uktiaustralia or see our global website www.ukti.gov.uk