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ASX Announcement / ASX SUL

Super Retail Group and Velocity Brand Management Retail join forces

Super Retail Group acquires 50 per cent of the sports online and venue retail business, VBM Retail Pty Limited

Please refer to the attached press release for details.

ENDS



Robert Dawkins
Company Secretary

PRESS RELEASE: UNDER EMBARGO

SUPER RETAIL GROUP AND VELOCITY BRAND MANAGEMENT RETAIL JOIN FORCES
Super Retail Group acquires 50 per cent of the sports online and venue retail business - signaling growth for sporting goods retailing in Australia and New Zealand

Under Embargo 12 September 2012 17.00hrs, Sydney, Australia: Sports licensing agency, Velocity Brand Management (VBM) today announced that Super Retail Group (SRG) has acquired 50 per cent of its retail business, VBM Retail Pty Limited, in a partnership that will significantly expand the agency's retail presence. Velocity moved into the retail sector and established VBM Retail in August 2010, a specialised division comprising of experts in online and venue merchandising.

The acquisition by Super Retail Group, one of Australasia's largest retailers, signals a wealth of new opportunities for VBM Retail to strengthen their online, venue and street level retail activity in Australia and New Zealand.

Peter Birtles, Group Managing Director and CEO of Super Retail Group, said: "Through this acquisition we look forward to leveraging our supply chain capabilities to the benefit of the VBM Retail business, while capitalising on the natural synergies with our existing retail brands. VBM Retail has made an impressive impact within the online and venue merchandising category and this new partnership aligns strongly with our multichannel retailing strategy. Extending our presence in this area will enable us to further deliver upon our company mission to provide products and services that enhance our customers' leisure time."

James Ashworth, Managing Director, VBM Retail, said: "We are delighted to partner with one of Australia's great retailers. The acquisition represents a fantastic opportunity for VBM Retail to draw on SRG's retail experience to expand our online and venue operations - in turn presenting extensive retail opportunities for our new partners within the Super Retail Group."

Ashworth continued: "The partnership between SRG and VBM Retail will create a unique offering for sporting partners and federations, and will also see the development of a unique online retail offering later in the year."

VBM, as the largest sports licensing agency in Australia and New Zealand, provides its licensing partners with access to retail channels, venue concession, online stores, technology platforms and marketing strategies. The company works with some of the world's most prestigious events and properties including the National Rugby League, Cricket Australia, The British & Irish Lions, Football Federation Australia, V8 Supercars, The International Cricket Council and the upcoming Cricket World Cup 2015.

Erica Berchtold, Managing Director, Rebel and Amart All Sports, added: "Passion for sport is what underwrites both of our businesses and it is this passion that will see this category deliver something really special for customers all around Australia and the world. Together we believe we can bring a lot more to this industry by delivering the best brands and products to both players and spectators via a truly integrated store, online and social media arena."

- ENDS -

For more information, interviews or images please contact

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Notes to Editor

About Super Retail Group

Super Retail Group is one of Australasia's Top 10 corporate retailers and is listed in the ASX Top 200 companies. The Group comprises seven retail brands: Amart All Sports, BCF Boating Camping Fishing, Goldcross Cycles, FCO Fishing Camping Outdoors, Ray's Outdoors, Rebel Sport and Supercheap Auto, in addition to our business to business division, Super Retail Commercial. Started in 1972 and publicly listed in 2004, the Group has grown to become one of Australasia's leading specialty retailers with over 580 stores and annualised turnover in excess of \$1.9 billion. For more information visit www.superretailgroup.com

About Velocity Brand Management

Founded in 2004, Velocity Brand Management (VBM) builds and manages the highest quality licensing and brand management programs in Australia, New Zealand and internationally. As the largest sports licensing agency in Australia and New Zealand, VBM provides innovative solutions to leverage and enhance commercial programs and brands. VBM's innovative approach and expansive network of suppliers, manufacturers, retailers and strategic partners ensures results. The company works with some of the world's most prestigious events and properties including the National Rugby league, Cricket Australia and The International Cricket Council. Velocity Brand Management is jointly owned by James Ashworth and Sports Entertainment Limited (SEL).
www.velocitybrandmanagement.com

About Sports Entertainment Limited

SEL is a market leader in sport and entertainment management, marketing and commercialisation. SEL is made up of market leaders in client and event management, promotion, tour management, sponsorship and the negotiation of television properties. Clients include organisations such as the National Rugby League, Netball Australia and individuals including Sir Michael Parkinson, Shane Warne, Michael Clarke, Zara Phillips and Ian Thorpe.
www.sel.com.au