



## **MERGER ANNOUNCEMENT      30 MARCH 2011**

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### **Competition Authority clears the acquisition of Champion Sports by JD Sports Fashion plc**

The Competition Authority has cleared the proposed acquisition of Champion Sports (Holdings) by JD Sports Fashion plc. The transaction was notified by the parties under the Competition Act 2002 on 25 January 2011.

The Authority has formed the view that the proposed acquisition will not lead to a substantial lessening of competition in any markets for goods or services in the State. The Authority will publish a public version of the reasons for its determination on its website ([www.tca.ie](http://www.tca.ie)) no later than 29 May 2011 after allowing the parties the opportunity to request that confidential information is removed from the published version.

#### **Notes**

JD Sports Fashion plc (JD Sports) is active in the United Kingdom and the State as a retailer of branded sports and fashion clothing and footwear, accessories (hats, scarves and bags) and replica kit. JD Sports operates eight retail stores in the State and 11 in Northern Ireland. In the State, the eight retail stores are located in Dublin City Centre and counties Dublin, Kildare, Westmeath and Wexford. The brands sold by JD Sports in the State include: *Adidas, Asics, Bench, Ben Sherman, Canterbury, Kickers, Lacoste, Puma, Nike, Reebok* and many others. JD Sports also owns the *Canterbury* brand.

Champion Sports (Holdings) is a private unlimited company that owns and operates the business of Champion Sports Ireland. Champion Sports Ireland is active in the sale at retail level of branded sports clothing and footwear (to include brands such as *Nike, Adidas, Lacoste, Puma* and *Canterbury*), accessories (predominantly for football, swimming and exercise purposes) and replica kit. Champion Sports Ireland operates 22 stores in the State and one store in Northern Ireland. These stores are located in Dublin City Centre and counties Dublin, Carlow, Cork, Galway, Kildare, Kilkenny, Limerick, Louth and Waterford.

#### **For further information contact:**

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