

FOR IMMEDIATE RELEASE

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SLR SIGNS DUTCH CONTRA DEAL

Sound Leisure Retail is pleased to announce it has entered into a landmark distribution agreement with Dutch children's play equipment specialist Instore Kids Corners (IKC).

Under the terms of the agreement, SLR will distribute IKC equipment in the UK and IKC will act as an agent for Sound Leisure Retail products in Europe. IKC was established in 1999 and has grown to be one of the global market leaders in the field, selling into more than 20 countries worldwide through distributors and direct.

"The development department here at SLR has been working closely with Instore Kids Corners for the past 12 months and some of our projects have already been delivered into retail outlets throughout Europe. We are also conducting some site tests with major clients with some new products, which we have developed together," says SLR's Mike Black. "Sound Leisure Retail is looking forward to moving into some new markets, thanks to the IKC range and to introducing the team in the Netherlands to some of our existing clients," he adds.

"The IKC product range includes a large number of different Play Structures, Play Systems and interactive games but the basic principle for all these products is the same: "Turning Play Into Profit",," says Ronald Davidson from IKC. "We create more turnover by entertaining the customers' children or by guiding them through the store with play systems installed at strategic points. Our play systems are suitable for areas of just one metre square to unlimited space. IKC also offers Child Furniture, indoor and outdoor Play Structures or custom developed items. We are thrilled to be working with Sound Leisure Retail and to be selling their high-quality products throughout Europe," he adds.

Pictured, Mike Black, Ronald Davidson (IKC), Alan Black.

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