



Snow+Rock Group appoints new Non-Executive Chairman

Snow+Rock is pleased to announce the appointment of Neil McCausland as Non-Executive Chairman.

Neil works with fast growing companies, often backed by private equity. He also chairs Kurt Geiger, TJ Hughes, Skin Clinics and Dwell. Previously he was a turnaround CEO in companies such as C&A, and the NAAFI, and he has subsequently performed numerous non-executive roles in branded retail.

Dion Taylor, CEO of Snow+Rock, commented: “We’re delighted to have found Neil as Chairman for the business, as someone who is not only a great retailer but also who understands specialist retail. Neil is a very experienced multi-channel retailer, who brings a breadth of experience in developing retail brands. He will be able to add significant value to the business as we continue to develop our different specialist brands, broaden our multi-channel offering and roll-out new stores.”

Neil McCausland said: “Snow+Rock is a fabulous brand, with a reputation built on high quality product and service, and one that I have admired for some years. I believe it has huge potential, especially when coupled with the cycling and running brands to offer true specialist sports retailing. I am very excited about the opportunity to work with Dion and his team to help drive forward the business.”

Snow+Rock is the UK’s leading retailer of specialist winter sports and outdoor equipment and clothing. Along with its specialist cycle retail brand CycleSurgery, and running specialist Runners Need, the group operates out of 37 retail locations, with the majority co-locating two or more of the brands. The group also has three dedicated online stores. The business was acquired by the management team in September 2010 in a buy-out backed by LGV Capital, a leading mid-market private equity house with a strong track record in consumer brands. The strategy is to continue to rollout multi-brand stores in the UK.

For more information on the appointment, or any of the brands in the Snow+Rock Group, please contact:

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