**IMMEDIATE**

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**PRESS RELEASE**

**Kiwi Cricketer Tim McIntosh gets behind the SM cricket equipment brand**

**Equipment supplier, Cricket Deal Direct UK Ltd (CDD) is delighted to announce the appointment of New Zealand cricketer Tim McIntosh as a Brand Ambassador for its innovative SM brand of cricket equipment.**

“I’m really excited to be working with Cricket Deal Direct as a Brand Ambassador for the SM range. SM’s large range means that we can find the model product for every cricketer’s age group, skill level and budget” said McIntosh.

The appointment will further strengthen CDD’s relationship with the cricket community in supplying high quality equipment at a price more accessible to clubs, and cricketers at all levels.

Having signed an exclusive multi-year UK and European distribution deal with the manufacturer, Cricket Deal Direct are able to offer prices at approximately 40 per cent less than many other branded bats without compromising on the quality. This is extremely positive news for the cricket community and in particular, for those wishing to enter into, and progress within the sport.

The partnership is yet further progress in Managing Director, Ian Anderson’s master plan to build Cricket Deal Direct in to a business that is run, states Anderson, “by cricketers, for cricketers.” Further to this he adds “SM is an exciting brand to work with, they consistently produce quality hand-crafted kit by talented and passionate craftsmen in India. I am pleased that Tim has got behind us in introducing this exciting cricket brand to the wider cricketing community, for all to benefit.”

Having recently been using the equipment whilst playing in New Zealand, Tim was very impressed with how comfortable the bat was to settle in “It only took two nets for the bat to start feeling like it was ready to play with,” he said, “I’m using a 2lb 9oz King of Kings bat and for me, it picks up like a 2lb 7oz and has a really large sweet spot – with a lot of wood in it.

With high quality cricket equipment, coaching gear, balls and clothing all available direct from the source, without the middleman, Cricket Deal Direct ensures competitive pricing. As well as sporting equipment, Cricket Deal Direct also offers printing, embroidery and trophies.

**END**

**About Tim McIntosh**

Tim played for the Auckland Aces state side for more than ten years, making the province’s history books by being the only player to play 100 first-class matches and the all-time highest first class run scorer for the side. A high-score of 268 for the Aces saw him being selected in the Black Caps side for three seasons – where he made two test centuries for New Zealand as an opening batsman.

During the Kiwi off-seasons, Tim has been lured to Scotland, Holland, Australia and England as an overseas professional. More recently, 2014 was his second successful season with Sleaford CC, where he picked up his consecutive award for highest run scorer in the Lincolnshire Premier League and enjoyed playing with his idols for the Lashings All Stars around England. The upcoming 2015 season sees Tim return to Sleaford CC.

**About Cricket Deal Direct**

Cricket Deal Direct (UK) Ltd was established in 2012 with the objective of sourcing quality hand-crafted cricket equipment direct from local Indian manufacturers and craftsmen. Our goal is very simple – “**we want to change the game for buying cricket gear**”.

By bringing new and exciting quality cricket brands to the market, we encourage cricket club and sporting associations to link with us and promote these thrilling new products together. Cricket Deal Direct provides a transparent link and reward the organisation for any sales at discounted rates. We also work together with clubs and associations to consider any joint opportunities that can benefit us both, either through sponsorship or other attractive reward schemes.

Quite simply, the company is based around the concept of “helping and supporting” cricket at all levels, including the promotion of Junior and Women’s cricket.

Cricket Deal Direct (UK) Ltd has UK and European distribution rights for the SM cricket brand. SM is located in Meerut, Uttar Pradesh, India and has a long and distinguished history. The origins of the company can be traced back to Sialkot (now Pakistan) in 1925, by the Grandfather of SM’s owners.

**Cricket Deal Direct (UK) Ltd** is proud to be associated with a company offering such a rich cricketing history and tradition. Today SM offers an exciting and vibrant range of quality cricket products at very affordable prices. Many International and local cricket players have endorsed the range, and we are promoting and introducing the brand throughout the UK and “spreading the word” amongst the cricketing community.

**For further information please contact:**

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