

RadioShack Gets Sprint Co-Branding

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Delaware bankruptcy court approves a plan to save the RadioShack business via co-branding "most" of its surviving 1740 stores with US mobile provider Sprint, Reuters reports, following 4 days of court hearings.



The 1740 stores are what remain of the over 4000 outlets owned by the venerable 94-year old retailer, before it [filed for Chapter 11 bankruptcy back in February 2015](#) . According to Reuters the rescued stores will carry both RadioShack and Sprint names, with Sprint occupying around 30% of store floorspace to sell mobile devices and wireless plans.

The deal also saves 7500 RadioShack jobs out of a total of 27000.

The largest RadioShack lender, Salus Capital Partners, opposed to the deal with claims of a "more lucrative" bid. However the judge presiding the case sided with RadioShack, since the Sprint bid offered significant debt forgiveness, making it "economically superior."

The deal also has the "terribly important benefit of saving more than 7000 jobs and saving a century-old American retail icon," judge Brendan Shannon adds.

Go [RadioShack Co-Branding of Stores With Sprint Wins Court Approval \(Reuters\)](#)