



18 August 2010

JJB Sports plc

DIRECTOR ANNOUNCEMENT

The Board of JJB Sports plc (“JJB” or “the Company”) announces that Lawrence Coppock has informed the Company of his wish to step down as Finance Director during the course of the next twelve months.

Lawrence joined the Board in May 2009; since then, he has played a significant role in the initiatives taken to save the Company from the brink of insolvency and to stabilise its financial position, placing the Company on its current course for longer term growth.

Lawrence, who is 58, has indicated that he feels that the role he was initially recruited to perform is substantially completed and that now is the appropriate opportunity for the Board to find a Finance Director who can grow with the Company over time. He will work with the Company’s CEO, Keith Jones, and the rest of the Board, to find a suitable successor and will continue to be fully engaged in the business during this time.

The effective date of his departure from the Board and details of his successor will be the subject of separate future announcements.

For further information, please contact:

Neil Bennett or Richard Farnsworth

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A copy of this press release can also be viewed on the JJB Sports plc corporate website, www.jjbcorporate.co.uk

About JJB Sports

JJB Sports plc (JJB: LSE) is one of the UK’s leading sports retailers. The group, headquartered in Wigan and listed on the Main Market of the London Stock Exchange, trades from 250 JJB branded retail stores in the UK and Ireland and employs approximately 7,500 people. Further information about the group can be found on the group’s corporate website, www.jjbcorporate.co.uk