



KPMG LLP
Restructuring
St James' Square
Manchester M2 6DS
United Kingdom

Tel +44 (0) 161 838 4000
Fax +44 (0) 161 838 4089
DX 724620 Manchester 42

To all creditors and shareholders of the
Companies

Our ref BG/JR/VM/1F

Helpline +44 (0) 844 815 6067

6 April 2009

Dear Sirs

Company voluntary arrangements in respect of JJB Sports plc ("JJB") and Blane Leisure Limited ("Blane") (together, the "Companies")

Introduction

We, Richard Dixon Fleming and Brian Green of KPMG LLP (in the case of JJB) and Richard Dixon Fleming, Brian Green and Blair Carnegie Nimmo of KPMG LLP (in the case of Blane), are the joint nominees ("**Nominees**") in respect of the company voluntary arrangements ("**CVAs**") which the directors of the Companies have proposed ("**CVA Proposal**").

We are writing to you because we understand that you are either a creditor or shareholder of one or both of the Companies. The purpose of this letter is to invite you to attend creditors' meetings and shareholders' meetings (as appropriate) that we have convened.

The meetings of creditors to consider and, if thought fit, approve the CVA Proposal for the Companies will be held at 11:00 a.m. on 27 April 2009 at the Royal Horticultural Halls and Conference Centre, 80 Vincent Square, London SW1P 2PE.

The meeting of the shareholders of JJB to consider, and if thought fit, approve the CVA Proposal will be held at 11:00 a.m. on 29 April 2009 at the Royal Horticultural Halls and Conference Centre, 80 Vincent Square, London SW1P 2PE. The sole shareholder of Blane, JJB, will also need to consider and, if thought fit, approve the CVA Proposal at or around the same time as JJB members.

The CVA Proposal is summarised below and described in detail in the documentation enclosed with this letter. The CVA Proposal will be considered and, if thought fit, approved by the creditors and shareholders of each Company.

What is the CVA Proposal that will be put to the meetings?

The CVA Proposal is contained in the formal CVA Proposal document ("**CVA Proposal Document**") enclosed with this letter.

The objective of the CVA Proposal is to restore the JJB group's business model to viability primarily by:

- compromising claims of landlords of approximately 140 closed retail stores and certain related contingent claims (such as claims of former tenants and guarantors, but not including rates on those closed stores); and
- varying temporarily the terms of leases of the open retail stores, approximately 250 stores in total, such that rent will be paid on a monthly rather than quarterly basis for 12 months from the next quarter date.

The CVA Proposal Document contains detailed information as to:

- (a) background information to the CVA Proposal and information regarding company voluntary arrangements generally (see Part I);
- (b) estimates of recoveries for creditors both on the basis that all the CVA Proposals are approved and on the basis that they are not approved with the result that the Companies are placed into administration or liquidation (see Part V); and
- (c) the terms of the CVA Proposal (see Part VII).

The documents enclosed with this letter

We enclose the following documents in respect of the meetings:

- (a) a copy of the CVA Proposal Document;
- (b) a formal notice of creditors' meetings and shareholders' meetings ("**Notice of Meeting**");
- (c) a copy of the summary of the statement of affairs for JJB and Blane (which is included in Annex 18 of the CVA Proposal Document);
- (d) a copy of the Nominee's comments on the Proposal;
- (e) a voting and notice of claim for creditors ("**Voting and Notice of Claim**"); and
- (f) relevant proxy forms for the meetings.

Further copies of these documents, if required, can be obtained from us at the address set out below.

Detailed information on the actions you should take in respect of the above documentation is set out below.

Actions you should take

(a) For creditors

Each creditor is invited to attend a meeting for each Company of which they are a creditor to consider and, if you think fit, approve, the CVA Proposal. To minimise the length of this programme and to simplify the process we propose holding concurrent creditors' meetings for both Companies, commencing at 11:00 a.m. on 27 April 2009 at the Royal Horticultural Halls and Conference Centre, 80 Vincent Square, London SW1P 2PE ("**Creditors' Meeting**"). Although the meetings will run concurrently, creditors will vote separately on each Company's proposals.

Complete your Voting and Notice of Claim

This document is important to creditors and its return to us is required for a creditor to vote at the Creditors' Meeting. A creditor is requested to complete, sign and return one Voting & Notice of Claim in respect of each Company against which they believe they have a claim, to us at the address specified in the Notice of Meeting by 11:00 a.m. on 24 April 2009 in order to be entitled to vote at the relevant meeting. If a creditor has a claim against more than one Company, they should make sure they have such number of copies as is relevant of the blank Voting and Notice of Claim before completing it.

Failure to return the Voting & Notices of Claim in advance of the meetings will not preclude you from voting. Persons wishing to vote at the creditor meetings may instead bring their Voting & Notices of Claim with them to the meetings.

To vote at the meeting

Creditors not wishing to attend in person at the relevant creditors' meetings are requested to complete, sign and return the relevant proxy forms to KPMG at the address specified in the Notice of Meeting with the relevant Voting & Notices of Claim by 11:00 a.m. on 24 April 2009. When completing the proxy forms, please ensure that the correct forms for each Company are used as follows:

- The proxy form for JJB creditors is red and bears the number "2".
- The proxy form for Blane creditors is yellow and bears the number "4".

Completion and return of a form of proxy will not prevent creditors from attending and voting in person should they wish to do so.

(b) For shareholders

Shareholders of JJB are invited to attend a meeting for JJB to consider and, if thought fit, approve, the CVA Proposal. The shareholder meeting for JJB will be held at 11:00 a.m. on 29 April 2009 at the Royal Horticultural Halls and Conference Centre, 80 Vincent Square, London SW1P 2PE ("**JJB CVA Shareholder Meeting**").

To vote at the meeting

Shareholders not wishing to attend the JJB CVA Shareholder Meeting in person are requested to complete, sign and return proxy forms to Capita at the address specified in the Notice of Meeting by 11:00 a.m. on 27 April 2009. When completing the proxy forms, please ensure that the correct form for the JJB CVA Shareholder Meeting is used as follows:

- The proxy form for JJB shareholders is green and bears the number "1".
- The proxy form for Blane shareholders is pink and bears the number "3".

Completion and return of a form of proxy will not prevent shareholders from attending and voting in person should they wish to do so.

Our opinion

In the opinion of the Nominees:

- (a) the proposed CVAs set out in the CVA Proposal Document have a reasonable prospect of being approved and implemented;
- (b) meetings of the Companies and their creditors ("**CVA Meetings**") should be summoned to consider the CVA Proposal; and
- (c) the CVA Meetings should be held at 11:00 a.m. on 27 April 2009 at the Royal Horticultural Halls and Conference Centre, 80 Vincent Square, London SW1P 2PE for JJB and Blane creditors and 11:00 a.m. on 29 April 2009 at the Royal Horticultural Halls and Conference Centre, 80 Vincent Square, London SW1P 2PE for JJB shareholders.

Further Information

The information in the CVA Proposal Document will help you make an informed decision on the CVA Proposal. We have tried to anticipate some of the questions you may have in relation to the CVA Proposal.

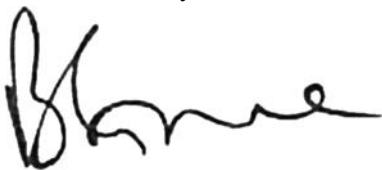
You are advised to raise any questions about the CVA Proposal with us ahead of the meetings so as to ensure a considered response. Questions should be raised by telephone, facsimile or letter on the number and at the address set out below.

If any material matters occur following the issue of the CVA Proposal Document which are relevant to the CVA Proposal, information concerning those matters will be made available at the meetings.

Please come early if you would like assistance on the day of the meetings. The doors will open at 10:30 a.m. on each day of the relevant meetings for creditors and shareholders (as applicable) to sign in and register.

IF ANY OF THE ABOVE DOCUMENTS ARE NOT INCLUDED IN THE PACK WITH THIS LETTER OR YOU HAVE NOT RECEIVED A PROXY FORM FOR THE MEETING AT WHICH YOU WISH TO VOTE, PLEASE RING THE CVA HELPLINE ON +44 (0) 844 815 6067. ALTERNATIVELY PLEASE CONTACT KPMG LLP BY FAX ON +44 (0) 161 246 4040 OR BY POST AT KPMG LLP, ST. JAMES' SQUARE, MANCHESTER M2 6DS, IN BOTH CASES MARKED FOR THE ATTENTION OF BRIAN GREEN.

Yours faithfully



Brian Green
Joint Nominee

The Joint Nominees contract without personal liability

Brian Green is authorised to act as an insolvency practitioner by the Institute of Chartered Accountants in England & Wales
Richard Dixon Fleming Green is authorised to act as an insolvency practitioner by the Insolvency Practitioners Association
Blair Carnegie Nimmo is authorised to act as an insolvency practitioner by the Institute of Chartered Accountants in Scotland

