



10 December 2009

JJB Sports plc
JJB Sports plc appoints Keith Jones as Chief Executive

JJB Sports plc ('JJB' or 'the Company'), one of the UK's leading sports retailers, is pleased to announce the appointment of Keith Jones as Chief Executive. The Company will make a further announcement to confirm the date on which Keith will join the Company, which will not be later than 1 March 2010.

Keith, aged 45, is currently Group Retail Director at DSG international plc, the leading electrical retail group, where he has spent the past ten years in a variety of senior roles. Before that he held a number of roles within other retail groups, including Virgin and B&Q. He has an MBA from Manchester Business School.

His appointment follows an intensive search by the JJB board in recent months and follows the completion of the group's successful £100m fund raising. Keith was selected for his depth of knowledge and understanding at all levels of the retail industry. At JJB he will oversee the group's continuing recovery and its planned return to profitability by rolling out the Group's "Serious about Sport" retail strategy.

Keith will join the Board of JJB Sports plc; he has advised that there are no other details to be disclosed in accordance with Listing Rule 9.6.13.

Commenting on the appointment, Sir David Jones, Chairman of JJB Sports, said: "I am delighted to welcome someone of Keith's calibre as chief executive. JJB has been through a lot in the past year but we have now reached a stage where we have the funding, the strategy and the team to plan for the future. I am looking forward to working closely with him to ensure the group's commercial and financial success."

Keith added: "I am pleased to be joining JJB at such an exciting time in its development. Now that the group has resolved its financial issues it has a real opportunity to assume leadership in the sports retail sector. I am looking forward to working with Sir David and the experienced management team to transform their ambitious plans into a reality."

Enquiries:

JJB Sports plc
Sir David Jones

+44 (0) 1942 221 400

Maitland
Neil Bennett
Emma Burdett

+44 (0) 20 7379 5151

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 over 250 JJB branded retail stores in the UK and Ireland and employs approximately 6,750 people. Further information about the group can be found on the group's corporate website, www.jjbcorporate.co.uk.