

6 January 2006

JJB Sports plc (“JJB”)

Trading Statement

JJB Sports plc, the UK’s largest sports retailer, is today providing an update on trading for the 22 weeks to 1 January 2006.

The retail environment, particularly in clothing and footwear, continues to be very competitive and in order to meet this challenge, JJB has been operating a vigorous promotional campaign since October 2005. This has resulted in a more satisfactory level of revenue than had been achieved in the first half of the current accounting year, but at a materially lower gross margin. However, JJB’s Christmas/New Year sale started at the beginning of the week commencing 19 December 2005 and the increased levels of revenue in both that week and the week commencing 26 December 2005, compared to the same two weeks last year, more than compensated for the reduction in the gross margin suffered in those two weeks.

Revenue by product category during the 22 weeks ended 1 January 2006, when compared to the same period last year, showed slight increases in all categories with the exception of footwear which was 2.6 per cent lower; gross margins were lower in the clothing and footwear categories whilst margins in the other categories were similar to those achieved in the comparative period.

Total revenue from stores and health clubs for the 22 weeks ended 1 January 2006 was 2.3 per cent higher than for the equivalent period last year; revenue from the operating units that had been trading for over 52 weeks (like-for-like comparison) was 0.4 per cent lower than last year. The equivalent figures for the Christmas and New Year period (being the 6 weeks ended 1 January 2006) were an increase in total revenue of 4.0 per cent and a like-for-like increase of 2.0 per cent.

The combined gross margin for the stores and health clubs for the 22 weeks ended 1 January 2006 was 320 basis points lower than that in the equivalent period last year.

We currently expect pre-tax profits for the 52 weeks ending 29 January 2006, to be within the range of £32 million to £36 million, being lower than current market expectations. This range is based upon figures prepared under the International Financial Reporting Standards and takes into account the change in the basis of calculation of depreciation referred to in JJB’s 2005 Interim Report.

The level of revenue from JJB’s health club chain continues to be entirely satisfactory; total revenue for the 22 weeks ended 1 January 2006, was 54 percent higher than in the comparative period last year. At 1 January 2006, JJB operated 31 health clubs whilst at the same date last year, it operated 21 clubs. Total membership at 1 January 2006 was 121,100 whilst on 2 January 2005, the membership totalled 83,400 members.

During the second half of the current accounting period, JJB has continued the migration from small high street stores to superstores and has closed a number of its poorer-performing superstores. A total of 8 superstores (including 3 combined health clubs/superstores), have been opened during the 22

