



1 July 2010

JJB Sports plc

DIRECTOR SHARE PURCHASES

The Company has today been notified by two of its directors that they have purchased ordinary shares in JJB Sports plc ("Company"). The details are as follows:

Keith Jones, Chief Executive Officer

Keith Jones today acquired 710,000 ordinary shares in the Company at a price of 12.69p per share; he did not previously hold any shares in the Company and as a result of the transaction, his holding of 710,000 shares is equal to 0.11% of the issued shares in the Company.

David Adams, Non-executive Director

David Adams today acquired 100,000 ordinary shares in the Company at a price of 12.69p per share; he did not previously hold any shares in the Company and as a result of the transaction, his holding of 100,000 shares is equal to 0.02% of the issued shares in the Company.

For further information, please contact:

Richard Manning

JJB Sports plc 01942 221400

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 7,600 people. Further information about the group can be found on the group's corporate website, www.jjbcorporate.co.uk.