

## Regulatory Announcement

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**Company** JJB Sports PLC  
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JJB Sports plc

Market Update

JJB Sports plc ("JJB") updates the market in advance of its Interim results for the 26 weeks to 29 July 2007, which will be published on 28 September 2007.

Total revenue for the 26 weeks to 29 July 2007, including that for both the retail stores and the health clubs, was 4.3 per cent lower than the same period last year and includes a like-for-like decrease in revenue of 4.4 per cent (on operating units which have been trading for over 52 weeks). The most significant impact on the decrease in revenue has been the tough comparatives set by the 2006 World Cup. While total retail store revenue is down 6.2 per cent on the comparative period, retail store revenue excluding replica products decreased by 1.3 per cent over the same period.

The combined gross margin achieved during the 26 weeks to 29 July 2007 was 280 basis points higher than that achieved in the same period last year.

The management accounts for the 26 weeks to 29 July 2007 show a net profit before tax, (and before any net gain/(loss) on the disposal of property, plant and equipment) of approximately £8 million, which is £3.5 million below our original expectations.

Trading results for the 6 weeks to 9 September 2007 have been broadly similar to those of the comparative period. We therefore believe that it is prudent to assume that the outcome for the full 26 week period to 27 January 2008 will be a trading result similar to that achieved in the comparative period.

Detailed consideration is currently being given to the continuation of our store-in-store policies with adidas and Nike and we are in discussion with both these companies about how to optimise their brand presentation within our stores. We are fully committed to working closely with these two major brands.

We are also seeking to increase the proportion of "own brand products" within our stores and are in negotiation with a number of brands to acquire their UK distribution rights, enabling us to achieve a higher proportion of our retail revenue in future from this category of supplier.

The planned expansion of our chain of combined health clubs/superstores is continuing and we currently anticipate that we will open 9 of these units during this current accounting period and up to 14 during the next accounting period of 2008/09.

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