

10 January 2007

JJB Sports plc

Trading Statement

JJB Sports plc (“JJB”), the UK’s largest publicly quoted sports retailer, is today providing an update on its trading performance for 22 weeks (the second half of its current accounting period) to 31 December 2006 and for the Christmas/New Year period of 5 weeks to 31 December 2006. JJB’s performance over both periods has been satisfactory and is in line with the Board’s expectations.

Total revenue for the 22 weeks to 31 December 2006 was 6.0% higher than in the comparative period last year and included an increase in like-for-like revenue (on operating units which have been trading for over 52 weeks) of 6.3%. The combined gross margin from both the retail stores and the health clubs, was 170 basis points higher than that earned in the same period last year.

Total revenue for the 5 weeks to 31 December 2006 was 4.5% higher than the equivalent period, including a like-for-like increase of 5.4% and the gross margin was 210 basis points higher than that earned in the comparative period.

Retail Stores

There has been a significant improvement in the retail stores’ gross profit performance (including those stores which are part of the combined health clubs/superstores). Total revenue for the 22 weeks to 31 December 2006 was 4.9% higher than in the comparative period last year and the gross margin achieved in that period was 130 basis points higher. For the 5 weeks to 31 December 2006, total turnover increased by 3.5% and the gross margin by 170 basis points.

Satisfactory increases in gross profits were achieved in all product categories with the biggest increase being in replica products, particularly of the major Premiership Clubs and Glasgow Rangers (from whom JJB had secured the marketing rights, earlier in the current accounting period).

Health Clubs

Both revenue and the number of members in JJB’s health clubs, continue to show material increases over the comparative period. JJB will have opened 7 combined units during the current accounting period which is less than the number anticipated in JJB’s last Interim Statement. Planning and building delays have resulted in these openings being moved into 2007 and JJB plans to continue with its aggressive opening programme of combined units in the foreseeable future.

Roger Lane-Smith, JJB’s Non-executive Chairman, commented: -

“I am pleased with JJB’s trading performance throughout the current accounting period, including around Christmas and New Year.

Looking forward to 2007, I believe that the progress we have made following the introduction of new distribution arrangements with Nike and adidas gives us the opportunity to further emphasise our “Serious about Sport” stance and that the continuing roll-out of combined health clubs/superstores, will result in an increased contribution to profits from our Leisure Division”.

For further information, please contact:

Tom Knight
David Greenwood 01942 221400
JJB Sports Plc

Lydia Pretzlik
Charlotte Barker 020 7379 5151
Maitland