

17 July 2007

JJB SPORTS PLC

AGM TRADING STATEMENT

JJB Sports plc (“JJB”) is today holding its Annual General Meeting and is taking this opportunity to provide an update on current trading.

Current trading

Total revenue for the 24 weeks to 15 July 2007 including that from retail stores and from health clubs, was 3.9 per cent lower than the same period last year and includes a like-for-like decrease in revenue (on operating units which have been trading for over 52 weeks), of 4.1 per cent. Taking out revenue from replica products which have been affected by the World Cup in 2006, gives an increase in total revenue of 1.8 per cent including a like-for-like increase of 1.4 per cent.

However, the combined gross margin from both the retail stores and the health clubs for the 24 week period, was 240 basis points higher than that earned in the comparative period last year; this includes an increase in the gross margin earned in the retail stores of 200 basis points.

On 6 June 2007, we issued our Interim Management Statement which showed, as flagged at our Preliminary Results in April this year, a reduction in total revenue for the 18 weeks to 3 June 2007 of 1.2 per cent. This included a decrease in like-for-like revenue of 1.8 per cent against the comparable period last year which saw strong trading results positively impacted by the run-up to the 2006 FIFA World Cup finals,

The period during which the finals of the World Cup were played in 2006 occurred in the 6 weeks from 4 June to 15 July; as a result, levels of revenue achieved for the comparable period this year are particularly affected.

Revenue from all other store product categories, and from the health clubs, for the 24 week trading period, has been positive in relation to the comparative period; revenue from the health clubs and indoor soccer centres increased by 20.8 per cent.

Health Clubs

JJB has opened 4 combined health clubs/superstores since 29 January 2007 and now trades from 43 health clubs. Although opening programmes for combined units can be affected by delays in obtaining planning permissions and the length of the build period, we still plan to open a total of 8 combined units during the 52 weeks to January 2008 and 17 combined units in the following year.

Own brand review

JJB is looking to increase its proportion of own brand revenues and since joining JJB as Deputy CEO on 8 June Chris Ronnie, who has particular responsibility for product development and sourcing, has been undertaking a review of JJB's existing brand arrangements and JJB is considering a number of opportunities.

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

“We have now passed through the trading period which included the very difficult comparatives of the 2006 World Cup. I believe that despite these tough comparatives our trading results have been satisfactory.

I look forward to what I believe will be a more positive second half of the current accounting year. We will continue to focus on our policies of product differentiation, improving our gross margin and the continuing growth of our Leisure Division to drive and enhance our performance”.

For further information, please contact:

Tom Knight
David Greenwood 01942 221400
JJB Sports Plc

Lydia Pretzlik
Charlotte Walsh 020 7379 5151
Maitland