



JJB SPORTS PLC

*(Incorporated and registered in England & Wales under the Companies Acts 1985 to 1989
with registered number 01024895)*

THIS LETTER INTRODUCES, BUT DOES NOT SUMMARISE, THE PROPOSALS SET OUT IN THE ENCLOSED CVA PROPOSAL DOCUMENT AND SHAREHOLDER CIRCULAR. READING THIS LETTER SHOULD NOT BE REGARDED AS A SUBSTITUTE FOR READING THE CVA PROPOSAL DOCUMENT AND THE SHAREHOLDER CIRCULAR. SHAREHOLDERS SHOULD READ THE CVA PROPOSAL DOCUMENT AND THE SHAREHOLDER CIRCULAR BEFORE DECIDING ON THE ACTION TO BE TAKEN.

6 April 2009

Dear Shareholder

On 25 March 2009, your Board announced the key terms of proposed company voluntary arrangements with unsecured creditors and proposed new financing arrangements with Barclays and BoS (a subsidiary of Lloyds), including the possible issue of the Warrants to BoS. I am now enclosing documents providing further details of the CVA Proposal and the proposed issue of the Warrants. Your vote is important. Please do take the time to consider the proposals set out in the enclosed documents.

CVA Proposal

The joint nominees, Richard Dixon Fleming and Brian Green of KPMG LLP, appointed in relation to the proposed company voluntary arrangement of JJB have convened a CVA Shareholders' Meeting to consider and, if thought fit, approve the proposed company voluntary arrangement of JJB. **The CVA Shareholders' Meeting will be held at 11:00 a.m. on 29 April 2009 at the Royal Horticultural Halls and Conference Centre, 80 Vincent Square, London SW1P 2PE.**

Enclosed with this letter you will find copies of the following in relation to the CVA Proposal:

- the CVA Proposal Document, containing a summary of the statement of affairs of the Company
- a letter from the Nominees and a copy of the Nominees' report to the Court on the CVA Proposal
- a Notice of Shareholders' Meeting in relation to the CVA Proposal
- a **green** proxy form for those Shareholders who are unable to attend the CVA Shareholders' Meeting

Proposed issue of the Warrants

A General Meeting has been convened by the directors of the Company to consider and, if thought fit, approve the disapplication of pre-emption rights under the Companies Act 1985 in relation to the issue of the Warrants. **The General Meeting will be held at 2:00 p.m. on 29 April 2009 at the Royal Horticultural Halls and Conference Centre, 80 Vincent Square, London SW1P 2PE.**

Enclosed with this letter you will find copies of the following in relation to the issue of the Warrants:

- the Shareholder Circular in relation to the issue of the Warrants, containing a Notice of General Meeting
- a **blue** proxy form for those Shareholders who are unable to attend the General Meeting

The CVA Proposal Document and the Shareholder Circular contain all the necessary information you should require to arrive at a decision with regard to the proposals. You should read these documents in full as they contain important information to help you decide how to vote. You should not rely on the information contained within this letter. If you are in any doubt as to what action you should take, you should contact your stockbroker or other independent adviser who is authorised to give you such advice pursuant to the Financial Services and Markets Act 2000.

Should you have any queries on the proposals or any of the documents contained in this pack, please contact the CVA Helpline on 0844 815 6067 in relation to the CVA Shareholders' Meeting or Capita Registrars on 0871 664 0300 (calls cost 10p per minute plus network extras) in relation to the General Meeting.

Yours sincerely

A handwritten signature in black ink, appearing to read 'D Jones', with a long horizontal flourish extending to the right.

Sir David Jones
Executive Chairman
JJB Sports plc