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JD Sports Fashion Plc
16 November 2010

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JD SPORTS FASHION PLC

INTERIM MANAGEMENT STATEMENT

JD Sports Fashion Plc (the "Group"), the leading retailer of sport inspired and fashion footwear and apparel, today releases the following Interim Management Statement.

On 21 September 2010, the Group announced a positive like for like sales performance for the UK and Ireland retail fascias for the 4 weeks to 28 August 2010 of 2.7% (cumulative year to date 2.8%). We are pleased to report that cumulative year to date sales to 13 November 2010 have marginally increased and cumulative gross profit margins have been maintained.

As stated on 21 September 2010 the result for the full year remains very dependent on the sales and margin performance in December and January, and we are inevitably cautious about maintaining such positive like for like sales performance during the Christmas period against a backdrop of successive uplifts in previous years.

The Group will issue its post Christmas trading update in the first half of January 2011.

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