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JD Sports Fashion Plc
14 September 2012

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Directorate Change

JD Sports Fashion Plc ("JD") today announces the appointment of Martin Davies as independent non-executive director with effect from 1 October 2012.

Martin is currently Managing Director of Holidaybreak's Education Division, having joined the board in 2007 following Holidaybreak's acquisition of PGL and was Group Chief Executive from 2010 until its sale to Cox & Kings in 2012. Previously he joined PGL as Chief Executive in 2004 and went onto lead an MBO in 2005 and the subsequent sale of PGL to Holidaybreak in June 2007. Martin has extensive experience in marketing and brand management having had roles with Allied Breweries, Kingfisher and Woolworth's. He was a non-executive director of GAME Group plc from July 2011 to March 2012.

The board regards Martin as an independent director in terms of the UK Corporate Governance Code.

There are no further details required to be disclosed under LR 9.6.13 of the FSA Handbook.

Peter Cowgill, Executive Chairman, said:

"We are delighted that Martin has agreed to join us. Martin brings a wealth of relevant experience and the board is looking forward to working with him."

Enquiries:

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The company news service from the London Stock Exchange

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