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JD Sports Fashion Plc
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INTERIM MANAGEMENT STATEMENT

JD Sports Fashion Plc (the 'Group'), the leading retailer and distributor of branded sportswear, fashionwear and outdoor clothing and equipment, today releases the following Interim Management Statement for the period to 20 November 2012.

The Group's interim results on 18 September 2012 reported like for like sales in the core UK Sports and Fashion Fascias of +1.1% (Sports Fascias +1.2%; Fashion Fascias +0.7%) for the 26 week period to 28 July 2012.

We are pleased to report that for the sixteen week period to 17 November 2012 the like for like sales growth for these Fascias has been +1.5% overall.

The trading environment in our markets remains tough and particularly so for the Fashion Fascias. This is reflected in the split of the like for like sales in the sixteen week period, being Sports Fascias +3.5% and Fashion Fascias -6.6%.

The new Managing Director of Blacks, who was previously Buying and Merchandising Director at Cotswold Outdoor, joined us this month and we expect to provide an update on the business strategy and outlook in the post Christmas trading update. We have commenced investment into the Blacks stores and early signs are encouraging for the future.

The result for the full year remains, as usual, substantially dependent on the performance through the Christmas period and particularly in the last two weeks of December. At this stage the Board believes the Group remains on course to deliver earnings in line with current expectations.

The Group will issue its post Christmas trading update on 10 January 2013.

Enquiries:

JD Sports Fashion Plc **Tel: 0161 767 1000**
Peter Cowgill, Executive Chairman
Barry Bown, Chief Executive
Brian Small, Finance Director

MHP Communications **Tel: 0203 128 8100**
Andrew Jaques
Barnaby Fry
Ian Payne