John David Group (The) PLC
20 July 2006

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THE JOHN DAVID GROUP Plc

AGM TRADING UPDATE

At the AGM of The John David Group Plc (the 'Group'), a leading retailer of fashionable branded sportswear and fashion apparel, the following trading update will be provided to shareholders at 1pm today:

On 4 May 2006 in the Preliminary Announcement of the Group's results for the year ended 31 January 2006, we reported like for like sales growth of 2.1% in our Sports Fascias (excluding the newly acquired Allsports stores) for the 13 weeks ended 29 April 2006. In the same period, like for like sales in our Fashion Fascias declined by -5.2%.

After a further 11 weeks of trading, like for like sales for the 24 weeks ended 15 July 2006 have improved in both Fascia groups. The non-Allsports Sports Fascia stores are now up by 4.0%, having benefited to some extent from the World Cup. The Fashion Fascias are now down by only -0.6%. The overall performance of the acquired Allsports property portfolio, which continues to be refocussed, remains satisfactory and the acquisition is proving useful in demonstrating varying product preferences in different localities. Overall gross margins continue to improve gradually in both Fascias and operating costs are in line with expectations.

The Board remains confident that current trading remains in line with its expectations.

The main development in the business since we last reported has been the acquisition on 23 June 2006 of 14 airport stores in various terminals at Heathrow, Gatwick and Stansted from Hargreaves (Sports) Limited. The Hargreaves business was acquired earlier in the year by Sportsworld International Limited which has a holding of approximately 10% in the Group. The consideration for this transaction was £5 million. The Board believes that airport retailing is particularly relevant to the Group's product offer and that these stores complement the Manchester Airport store acquired last year with Allsports.

Progress also continues to be made with the rationalisation of the legacy store portfolio from which a further 11 stores (8 Sport; 3 Fashion) have been closed since the year end and two small stores have been opened in the Sports Fascias.

The Board expects to announce its interim results on 28 September 2006.

Enquiries:

The John David Group Plc — Tel: 0161 767 1000

Peter Cowgill, Executive Chairman

Barry Bown, Chief Executive

Brian Small, Finance Director

Hogarth Partnership Limited — Tel: 020 7357 9477

Andrew Jaques

Barnaby Fry

Charlie Field