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RNS Number : 2249M

JD Sports Fashion Plc

26 January 2009

Annex DTR3

Notification of Transactions of Directors/Persons Discharging Managerial Responsibility and Connected Persons

All relevant boxes should be completed in block capital letters.

1. Name of the issuer relates to (i) a JD Sports Fashion plc with DTR 3.1.2 R, accordance accordance with section 793of the Companies	2. State whether the notification transaction notified in accordance (ii) a disclosure made in LR 9.8.6R(1) or (iii) a disclosure made in Act (2006). i
3. Name of person discharging managerial to a person responsibilities/director discharging managerialresponsibilities/director theconnected person Brian Small	4. State whether notification relates connected with a person named in 3 and identify -
5. Indicate whether the notification is in respect of aholding of class), debentures orderivatives or the person referred to in 3 or 4 above orin respect of a shares nonbeneficial interest 1 3 above	6. Description of shares (including financial instruments relating to Ordinary 5p shares
7. Name of registered shareholders(s) and, if morethan one, the transaction number of shares held by each ofthem	8. State the nature of the Purchase
9. Number of shares, debentures or financial acquired (treasury shares ofthat class should instruments relating to shares acquired whencalculating percentage) 4,000	10. Percentage of issued class not be taken into account 0.0%
11. Number of shares, debentures or financial disposed (treasury shares ofthat class should instruments relating to shares disposed whencalculating percentage) -	12. Percentage of issued class not be taken into account -
13. Price per share or value of transaction 214P	14. Date and place of transaction 23/1/09 UK
15. Total holding following notification and totalpercentage transaction holding following notification (anytreasury shares should not be taken into accountwhen calculating percentage) 17,750 - 0.03%	16. Date issuer informed of 23/1/09

If a person discharging managerial responsibilities has been granted options by the issuer

complete the following boxes

17. Date of grant which exercisable 19. Total amount paid (if any) for grant of the option involved (class and 21. Exercise price (if fixed at time of grant) or debentures over which options indication that price is to be fixed at the time of exercise 23. Any additional information number for queries	18. Period during which or date on 20. Description of shares or debentures number) 22. Total number of shares or held following notification 24. Name of contact and telephone Brian Small Finance Director 0161 767 1000
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Name of authorised official of issuer responsible for making
notification
Brian Small
Date of notification _____ 26/1/09 _____

Notes: This form is intended for use by an issuer to make a RIS notification
required by DR 3.3.

- (1) An issuer making a notification in respect of a transaction
relating to the shares or debentures of the issuer should
complete boxes 1 to 16, 23 and 24.
- (2) An issuer making a notification in respect of a derivative
relating to the shares of the issuer should complete boxes 1 to
4, 6, 8, 13, 14, 16, 23 and 24.
- (3) An issuer making a notification in respect of options
granted to a director/person discharging managerial
responsibilities should complete boxes 1 to 3 and 17 to 24.
- (4) An issuer making a notification in respect of a financial
instrument relating to the shares of the issuer (other than a
debenture) should complete boxes 1 to 4, 6, 8, 9, 11, 13, 14,
16, 23 and 24.

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