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JD Sports Fashion Plc
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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 apparel and footwear, today releases the following Interim Management Statement:

On 23 September 2008 the Group announced a positive like for like sales performance for the 32 weeks to 13 September 2008 of 5.4% for the Sports Fascias and 8.2% for the Fashion Fascias. Trading for the 11 weeks since that date has been more difficult as a result of both strong prior year comparatives in the Sports Fascias (+12.9% for the equivalent 11 week period), and the general economic background. For the 11 weeks to 29 November 2008, like for like sales for Group fascias are down 1.0% with Sports down 1.8% and Fashion up 3.3% (Bank up 8.7%, Scotts down 6.8%). Cumulative positive like for like sale improvements for the 43 week period to 29 November now stand at Group +4.0% (Sports +3.6%; Fashion +6.7% (Scotts +5.6% and Bank +7.3%)).

The overall performance is not unexpected given last year's very strong comparatives in the Sports Fascias and the Board remains confident that profit before tax and exceptional items for the current financial year will meet current market expectations. The Group will issue its post Christmas trading update on 9 January 2009.

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