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JD Sports Fashion Plc
01 December 2009

1 December 2009
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 22 September 2009 the Group announced a positive like for like sales performance for the 32 weeks to 12 September 2009
of 0.5% for the Sports Fascias and 2.0% for the Fashion Fascias. Trading for the 11 weeks since that date has marginally
improved the cumulative rates in both sets of Fascias.
The overall performance of the Group's core retail Fascias remains encouraging, particularly in the light of strengthening
in the Sports Fascias' competition, subsequent to recent fundraising. The early signs from recent acquisitions remain
encouraging too. Margins in the second half have been in line with expectations and so the Board remains confident about
the Group's prospects for the remainder of the current financial year.
The Group will issue its post Christmas trading update on 7 January 2010.
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