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JD Sports Fashion Plc

07 January 2010

7 January 2010

JD SPORTS FASHION PLC

CHRISTMAS TRADING STATEMENT

JD Sports Fashion Plc ("the Group"), the leading retailer and distributor of sport and athletic inspired fashion apparel

and footwear, today announces an update on performance following the Christmas trading period.

We are pleased to report that Group like for like sales for the five week Christmas trading period ended 2

January 2010

were up by 6.6% with the Sports Fascias (JD and Size) up by 5.9% and the Fashion Fascias (Bank and Scotts) up by 9.7%. This

is particularly pleasing when considered in the context of our Christmas trading like for like sales growth in recent

years.

The Group's cumulative like for like sales for the 48 week period to 2 January 2010 are up 2.7% (Sports Fascias up 2.3% and

Fashion Fascias up 4.5%), with UK retail gross profit margins having improved marginally over the full period compared to

the previous year.

The Board now believes that current market expectations for Group profit before tax and exceptional items will be

significantly exceeded though the extent to which this occurs is still dependent on the impact of the prevailing severe

weather conditions in the UK.

The Group will make its Preliminary Results announcement for the year ending 30 January 2010 on 14 April 2010.

Peter Cowgill, Executive Chairman, commented: "The Christmas trading period has again been a good one for the Group and I

am particularly pleased with both the sustained progress in the Sports Fascias and the strong performance of the Bank

Fashion Fascia. This has been the result of our strong product proposition and a lot of hard work from employees throughout

the business."

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