

10th September 2007

Sports Direct International plc (“the Group” or “the Company”)

Interim Management Statement

Sports Direct International plc, the UK’s leading sports retailer, will hold its first Annual General Meeting in Shirebrook at 3pm today. The Group now announces its Interim Management Statement relating to the period from 29th April to 29th July 2007.

Current Trading Update

At the AGM today Dave Forsey, Chief Executive, will tell the meeting:

“As previously stated the weather conditions in the UK have had a material impact on the financial performance of the UK retail business and therefore the Group. Total sales of the Group for the 13 weeks ending 29th July 2007 amounted to £335m and a corresponding Group gross profit of £149m. The brands division continues to sign licences and the retail division has opened 13 new stores and closed 14 smaller stores.

Since the end of July trading has improved, but market conditions remain difficult.

At the time of the announcement of its preliminary results on 24th July 2007 the Company stated that it’s pre-exceptional EBITDA for 2007/8 should show limited growth from the results reported in the year to 29th April 2007, and we remain of that view.”

Business Highlights in the Quarter

The Group has acquired a 60% interest in Field and Trek, a company with expertise in the outdoor market, with an option over the remaining 40%.

The Group has a merger agreement with Everlast, a leading boxing brand with significant resources in the United States, which is expected to receive approval from their shareholders on 19th September.

The Group has acquired the remaining minority interest in the retail business in Slovenia.

The share-buy-back programme, announced at the time of the preliminary results, has made purchases of 43.5 million shares at a cost of £62.6m. The shares are held in treasury.

During the current year, as part of property purchases amounting to £77 million in the UK, the Group acquired a substantial freehold office in New Cavendish Street, London for £30 million, part of which the Company will occupy as it’s London Office. In addition, a further freehold has been purchased for the European retail business in Belgium. Also, the Group made strategic investments in Amer and Adidas of £82 million and £180 million respectively.

In the UK the Group’s first trial combined health club and retail store is in the course of development and is due to open during FY 2008-09.

A substantial proportion of the Group's imports are paid for in US dollars. The impact of currency movements is managed through the use of forward fixed-rate currency purchase contracts. At the last year end the rate of exchange with the US dollar was 2.00. At Friday 7th September the rate was 2.02.

Commenting on this statement, Dave Forsey, Chief Executive said:

"This is the first Interim Management Statement for the Group. We remain committed to the strategy of improving retail margins, driving efficiencies and growth through acquisitions, opening new retail space and licensing opportunities."

For further information, please contact:

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