5 May 2016

J Sainsbury plc

Director/PDMR Shareholding

J Sainsbury plc (the Company) was notified on 5 May 2016 of the following exercises under the J Sainsbury plc Deferred Share Award 2009 by Directors of the Company and Persons Discharging Managerial Responsibility (PDMRs). The awards exercised were granted on 15 May 2014 as nil-cost options over ordinary shares of 28 4/7 pence each in the Company (the Shares).

PDMRs	**Number of Shares Exercised**	**Number of Shares sold (1)**	**Number of Shares retained**
Michael Coupe (Director)	140,839	66,327	74,512
John Rogers (Director)	124,762	58,756	66,006
Timothy Fallowfield(2)	64,193	30,232	33,961
Peter Griffiths	24,583	11,578	13,005
Jon Hartland	19,032	8,963	10,069
Paul Mills-Hicks(2)	25,190	11,864	13,326
Angela Risley	87,440	41,180	46,260
Jon Rudoe(2)	23,324	10,985	12,339
Sarah Warby(2)	57,581	27,118	30,463

(1) Sufficient shares were sold to cover tax withholdings. The Shares were sold on the London Stock Exchange at an average price of £2.687 per Share.
(2) The retained shares were transferred to a spouse.

The Company was notified on 5 May 2016 of the following exercises under the J Sainsbury plc Long Term Incentive Plan 2006 by PDMRs. The awards exercised were granted on 19 May 2011 as nil-cost options over Shares.

PDMRs	**Number of Shares Exercised**	**Number of Shares sold (1)**	**Number of Shares retained**
John Rogers(Director)	62,975	29,658	33,317
Jon Hartland	37,278	17,556	19,722
Jon Rudoe(2)	20,572	9,689	10,883

(1) Sufficient shares were sold to cover tax withholdings. The Shares were sold on the London Stock Exchange at an average price of £2.687 per Share.
(2) The retained shares were transferred to a spouse.

Following the above transactions John Rogers and Michael Coupe held 659,629 Shares and 1,143,027 Shares respectively.

This notification is to satisfy the Company's obligations under 3.1.4(R)(1)(a)of the Disclosure and Transparency Rules.

Tony Guthrie
Head of Secretariat
Tel: +44 (0)20 7695 3378