

21 April 2016

J Sainsbury plc

**Purchase of ordinary shares of 28 <sup>4</sup>/<sub>7</sub> pence in J Sainsbury plc ('Shares' and the 'Company', respectively) by Directors of the Company and Persons Discharging Managerial Responsibility (PDMRs) under the Sainsbury's Share Purchase Plan ('SSPP').**

The Company was notified on 21 April 2016 that the following Director and other Persons Discharging Managerial Responsibility for the Company acquired Shares under the SSPP on 21 April 2016 held through Computershare Company Nominees Limited – ESS (the 'Trustee'):

<b>Director and PDMR</b>	<b>Number of Partnership shares purchased at 291.35 pence per share</b>	<b>Total holding following notification</b>
John Rogers	39	560,306
<b>PDMRs</b>		
Tim Fallowfield	40	
Paul Mills Hicks	35	
Sarah Warby	39	
Angie Risley	39	
Jon Rudoe	39	

The SSPP operates as follows

- Each month the Trustee uses participants' contributions (which may not exceed £115 per participant per four weekly period) to purchase Shares in the market. These shares are called 'Partnership Shares'.