

5 August 2016

**J Sainsbury plc
(the 'Company')**

**Notification of transactions by
Persons Discharging Managerial Responsibilities ('PDMRs')**

The Company has been notified today that the following PDMRs have acquired ordinary shares of 28⁴/₇ pence each in the Company ('**Shares**');

PDMR	Date Acquired	Number of Shares acquired	Purchase price per Share	Total Number of Shares held
Matthew Brittin	5 August 2016	13,090	2.28	14,090

The Notification of Dealing Form can be found below.

This notification is made in accordance with the Market Abuse Regulation.

For further information please contact:

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

Notification of dealing form

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Matthew Brittin					
2	Reason for the notification						
a)	Position/status	Non-Executive Director					
b)	Initial notification /Amendment	Initial notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	J Sainsbury plc					
b)	LEI	N/A					
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted						
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 28 ⁴ / ₇ pence each GB00B019KW72					
b)	Nature of the transaction	Purchase of ordinary shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£2.28</td><td>13,090</td></tr></table>		Price(s)	Volume(s)	£2.28	13,090
Price(s)	Volume(s)						
£2.28	13,090						

d)	Aggregated information - Aggregated volume - Price	Aggregate Price £2.275	Aggregate Volume 13,090	Aggregate Total £29,779.75
e)	Date of the transaction	5 August 2016 at 10.30 (UTC +1)		
f)	Place of the transaction	XLON		