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USA

Ext: 020 7695 6378  
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Date: 23 January 2007



07020824

SUPPL

Dear Sir

J Sainsbury Announces: Response to The Competition Commission's Emerging Thinking

Please find enclosed a copy of the above announcement made to the London Stock Exchange on 23<sup>rd</sup> January 2007.

Yours sincerely

pp.

**Hazel Jarvis**  
Deputy Secretary

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**Sainsbury's Response to The Competition Commission's Emerging Thinking** 1 FEB -6 A 11:00

**Consumers Need Effective Competition**

INTERNATIONAL  
CORPORATE FINANCE

Sainsbury's notes the Emerging Thinking published today by the Competition Commission and believes this largely covers the issues that should be addressed in the next stage of this investigation - recognising the importance of effective competition to consumers.

In particular Sainsbury's shares the Competition Commission's concern with "any one grocery retailer's pre-eminent position, however acquired, becoming entrenched and incontestable by others". This concern centres on the potential adverse impact on consumers through higher prices or a reduction in the quality of the offer.

Sainsbury's main concern is to ensure that this investigation helps consumers have access to a real choice of one-stop shops and secures a competitive market in the future at both a national and local level.

**Notes:**

A summary of Sainsbury's main submission to the Competition Commission can be found at [http://www.j-sainsbury.co.uk/files/pdf/SummaryCCSubmission\\_1006.pdf](http://www.j-sainsbury.co.uk/files/pdf/SummaryCCSubmission_1006.pdf)

**Enquiries:**

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Pip Wood  
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23 January 2007

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*END*