Securities and Exchange Commission
Office Of the International Corporate Finance
Room 3094 STOP 3-6
450 Fifth Street N.W.
Washington DC 20549
USA

Date: 10 October 2007
Ext: 020 7695 6378
Fax: 020 7695 6378

Dear Sir,


Please find enclosed copies of the above announcement made to the London Stock Exchange on 10th October 2007.

Yours sincerely,

Hazel Jarvis
Deputy Secretary

Enc
Second Quarter Trading Statement for 16 weeks to 6 October 2007

Highlights
- Total sales for second quarter up 3.8 per cent (4.7 per cent excluding fuel)
- Like-for-like sales for second quarter up 2.6 per cent (3.1 per cent excluding fuel)
- Eleventh consecutive quarter of like-for-like sales growth
- Like-for-like sales for the first half up 3.3 per cent (4.0 per cent excluding fuel)

Justin King, chief executive, said: “We are pleased to report that like-for-like sales in the second quarter, excluding fuel, grew by 3.1 per cent. This result represents strong sales growth in a quarter with some very tough comparatives, particularly during the first six weeks where exceptionally warm weather helped to deliver additional growth across the business last year. Our two-year like-for-like growth remains at around ten per cent, building on the excellent results delivered last year. Total sales for the second quarter, excluding fuel, grew by 4.7 per cent as we continued to outperform the grocery market.”

“Growth in customer transactions continues to drive an increase in customer spending. Volumes remained strong over the first half as we delivered like-for-like sales growth, excluding fuel, of 4.0 per cent, in line with our expectations for the current year.

“We maintained our competitive position during the quarter reducing prices on another 7,000 products and also reinforced our strong heritage in quality products, launching our ‘Different Values’ campaign. We are proud to announce today that our entire range of own-brand tea will become 100 per cent Fairtrade over the next three years. This will make Sainsbury’s the UK’s biggest Fairtrade tea retailer and will triple Fairtrade tea sales in the UK. This is of a similar and significant scale as the conversion of all our bananas to Fairtrade, which was completed during this quarter. It will create an increased return of around £2 million each year for developing countries. The first tea to be converted will be Sainsbury’s Red Label tea, a 100-year-old brand, which still comes from the same supplier over a century later.

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Yours sincerely

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October 8, 2007

SAINSBURY’S ANNOUNCES NEW OPERATING BOARD APPOINTMENT

Sainsbury’s has appointed Dido Harding to the role of convenience director. She will join Sainsbury’s in the Spring of 2008 and will also be a member of the company’s Operating Board. Dido is currently with Tesco where she has held a variety of senior roles both in their UK and international businesses. She has considerable retail experience, including strategic roles at Kingfisher and Thomas Cook, and began her career as a consultant with McKinsey.

Dido will take over from Lawrence Christensen who has been leading the division since June 2006, and who was previously Sainsbury’s supply chain director for two years. Lawrence will continue to lead Sainsbury’s Convenience until Dido arrives and completes a period of induction.

Justin King, Sainsbury’s chief executive said: “We’re delighted to welcome Dido to Sainsbury’s and look forward to her arrival. I am also very grateful to Lawrence for the significant contribution he has made to developing our convenience business. I am sure his support will be invaluable to Dido as we welcome her to the business.

“Growing our presence in the convenience channel has been an important part of our Making Sainsbury’s Great Again plans. We’ve made great progress over the past three years, both through acquisitions and also new store openings, but we know there is further potential. Dido’s combination of marketing, trading and operational experience means she is ideally qualified to lead the next stage of this development.”

Sainsbury’s currently operates 305 convenience stores, and recently acquired 15 stores from Kwik Save. In 2004, the Company committed to growing sales in the Convenience division by £400m by March 2008. In addition, new 3-year targets were set out in May 2007 with plans to open 100 new convenience stores by March 2010.

- Ends -

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Notes to editors
Dido Harding career summary:
- 2001-to date, Tesco Plc
  - 2006 to date, CEO Development Program
  - 2004-2006 International Support Director
  - 2001-2004 Commercial Director, Added Value Foods (UK)
- 1998-2001, Kingfisher Plc
- 1995-1998, Thomas Cook Ltd

Sainsbury’s Operating Board members:
- Justin King, chief executive officer*
- Darren Shapland, chief financial officer*
- Mike Coupe, trading director*
- Roger Burnley, supply chain director
- Ken McMeikan, retail director
- Imelda Walsh, HR director
- Gwyn Burr, customer director

*Also members of J Sainsbury plc Board
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Media
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Securities and Exchange Commission  
Office Of the International Corporate Finance  
Room 3094 STOP 3-6  
450 Fifth Street N.W.  
Washington DC 20549  
USA

J Sainsbury plc  
33 Holborn  
London  
ECIN 2HT  

Ext: 020 7695 6378  
Fax: 020 7695 6378  
Date: 08 October 2007

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Please find enclosed copies of the above announcement made to the London Stock Exchange on 8th October 2007.

Yours sincerely

Hazel Jarvis  
Deputy Secretary

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Rule 2.10 Announcement

Relevant Securities in Issue

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The ISIN reference for these securities is GB00B019KW72.

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Sainsbury(J) PLC  
11 October 2007  

J Sainsbury plc ("Sainsbury's")  

**Rule 2.10 Announcement**  

**Relevant Securities in Issue**  

In accordance with Rule 2.10 of the City Code on Takeovers and Mergers, Sainsbury's confirms that it has 1,742,046,932 Ordinary shares of 28 4/7 pence each in issue.  

The ISIN reference for these securities is GB00B019KW72.  

**Dealing Disclosure Requirements**  

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Dear Sir

J Sainsbury Announces: Notification of relevant securities in issue.

Please find enclosed copies of the above announcement made to the London Stock Exchange on 9th October 2007.

Yours sincerely

Hazel Jarvis
Deputy Secretary

Enc
Sainsbury(J) PLC
09 October 2007

J Sainsbury plc ("Sainsbury's")

Rule 2.10 Announcement

Relevant Securities in Issue

In accordance with Rule 2.10 of the City Code on Takeovers and Mergers, Sainsbury's confirms that it has 1,742,029,829 Ordinary shares of 28 4/7 pence each in issue.

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Sainsbury(J) PLC
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Sainsbury(J) PLC
09 October 2007

J Sainsbury plc ("Sainsbury’s")

Rule 2.10 Announcement

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09 October 2007

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Rule 2.10 Announcement

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Under the provisions of Rule 8.1 of the Code, all 'dealings' in 'relevant securities' of Sainsbury's by Delta (Two) Limited, His Excellency Sheikh Hamad Bin Jassim Bin Jaber Al Thani or Sainsbury's, or by any of their respective 'associates', must be disclosed by no later than 12.00 noon (London time) on the London business day following the date of the relevant transaction.

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Rule 2.10 Announcement

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The ISIN reference for these securities is GB00B019KW72.

Dealing Disclosure Requirements

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Under the provisions of Rule 8.1 of the Code, all ‘dealings’ in ‘relevant securities’ of Sainsbury’s by Delia (Two) Limited, His Excellency Sheikh Hamad Bin Jassin Bin Jaber Al Thani or Sainsbury’s, or by any of their respective ‘associates’, must be disclosed by no later than 12.00 noon (London time) on the London business day following the date of the relevant transaction.

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Securities and Exchange Commission  
Office Of the International Corporate Finance  
Room 3094 STOP 3-6  
450 Fifth Street N.W.  
Washington DC 20549  
USA

Dear Sir

J Sainsbury Announces: Notification of relevant securities in issue.

Please find enclosed copies of the above announcement made to the London Stock Exchange on 10th October 2007.

Yours sincerely

Hazel Jarvis  
Deputy Secretary

Enc
Sainsbury(J) PLC
10 October 2007

J Sainsbury plc ("Sainsbury's")

Rule 2.10 Announcement

Relevant Securities in Issue

In accordance with Rule 2.10 of the City Code on Takeovers and Mergers, Sainsbury's confirms that it has 1,742,030,996 Ordinary shares of 28 4/7 pence each in issue.

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Dealing Disclosure Requirements

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Sainsbury(J) PLC
10 October 2007

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END