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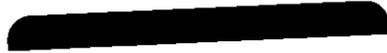
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Date: 13 January 2009



09045210

SUPPL

Dear Sir

J Sainsbury Announces: Director/PDMR Shareholding.

Please find enclosed a copy of the above announcement made to the London Stock Exchange on 8th January 2009.

Yours sincerely

Hazel Jarvis
Deputy Secretary

Enc

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Registered office as above
Registered number 185647 England

8 January 2009

J Sainsbury plc

Purchase of ordinary shares of 28 ⁴/₇ 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 8 January 2009 that the following Directors and other Persons Discharging Managerial Responsibility for the Company acquired Shares under the SSPP on 8 January 2009 held through HSDL Nominees Limited – SIP (the 'Trustee'):

Director	Number of Partnership shares purchased at 3.16 pence per share	Number of Matching Shares allocated	Total holding following notification
Justin King	36	9	548,871
Darren Shapland	37	10	442,265
Person Discharging Managerial Responsibility			
Gwyn Burr	36	9	80,458
Tim Fallowfield	37	10	178,763
Angela Morrison	36	9	13,237
Neil Sachdev	37	9	24,162

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'.
- At the same time the Company allocated to participants via the Trustee one share for every four Partnership Shares purchased that four weekly period. These shares are called 'Matching Shares'.

END