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Sainsbury's



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OFFICE OF INTERNATIONAL
CORPORATE FINANCE

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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

Ext: 020 7695 6378
Fax: 020 7695 6378
Date: 06 May 2009

Dear Sir

SUPPL

J Sainsbury Announces: Director/PDMR Shareholding.

Please find enclosed copies of the above announcement made to the London Stock Exchange on 30th April 2009.

Yours sincerely

Hazel Jarvis
Deputy Secretary

Enc

Handwritten initials and date: JM 5/18

Registered office as above
Registered number 3261722 England
A subsidiary of J Sainsbury plc

30 April 2009

J Sainsbury plc

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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 30 April 2009 that the following Directors and other Persons Discharging Managerial Responsibility for the Company acquired Shares under the SSPP on 30 April 2009 held through HSDL Nominees Limited – SIP (the 'Trustee'):

Director	Number of Partnership shares purchased at 329.50 pence per share	Number of Matching Shares allocated	Total holding following notification
Justin King	35	9	549,051
Darren Shapland	35	8	442,443
Person Discharging Managerial Responsibility			
Gwyn Burr	35	9	80,638
Tim Fallowfield	35	8	180,166
Angela Morrison	35	9	13,417
Neil Sachdev	35	9	48,305

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'.