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**Sainsbury's**



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OFFICE OF INTERNATIONAL  
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Washington DC 20549  
USA

Ext: 020 7695 6378  
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Date: 16 October 2009

**SUPPL**

Dear Sir

J Sainsbury Announces: Director/PDMR Shareholding.

Please find enclosed copies of the above announcement made to the London Stock Exchange on 16<sup>th</sup> October 2009.

Yours sincerely

**Hazel Jarvis**  
Deputy Secretary

Enc

*JLW*  
10/29

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

16 October 2009

J Sainsbury plc

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Purchase of ordinary shares of 28 <sup>4</sup>/<sub>7</sub> 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 15 October 2009 that the following Directors and other Persons Discharging Managerial Responsibility for the Company acquired Shares under the SSPP on 15 October 2009 held through HSDL Nominees Limited – SIP (the 'Trustee'):

Director	Number of Partnership shares purchased at 315.14 pence per share	Number of Matching Shares allocated	Total holding following notification
Justin King	37	9	1,160,313
Darren Shapland	36	9	787,265
Person Discharging Managerial Responsibility			
Gwyn Burr	37	9	80,906
Tim Fallowfield	36	9	332,562
Neil Sachdev	37	9	48,575

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'.