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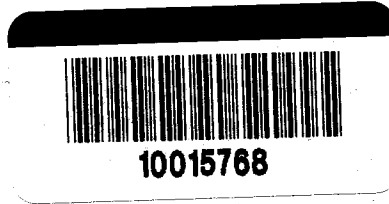
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J Sainsbury plc  
33 Holborn  
London  
EC1N 2HT

Telephone 020 7695 6000  
www.j-sainsbury.co.uk

Securities Exchange Commission  
Office of the International Corporate Finance  
Room 3094 STOP 3-6  
450 Fifth Street N.W.  
Washington DC 20546  
USA

**SUPPL**



30 April 2010

Dear Sir

Please find enclosed a copy of an announcement made to the London Stock Exchange on 29 April 2010.

Yours faithfully,

A handwritten signature in black ink, appearing to be 'P. Davies'.

**Philip Davies**  
Assistant Company Secretary

A handwritten signature in black ink, appearing to be 'J. Sainsbury', with the number '25' written below it.

29 April 2010

J Sainsbury plc

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 29 April 2010 that the following Directors and other Persons Discharging Managerial Responsibility for the Company acquired Shares under the SSPP on 29 April 2010 held through HSDL Nominees Limited – SIP (the 'Trustee'):

Director	Number of Partnership shares purchased at 343.70 pence per share	Number of Matching Shares allocated	Total holding following notification
Justin King	33	8	1,742,526
Darren Shapland	33	9	874,014
Person Discharging Managerial Responsibility			
Gwyn Burr	33	8	439,537
Tim Fallowfield	33	9	372,425
Neil Sachdev	34	9	107,260

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'.