

**REFERENCE RELATING TO THE ACQUISITION
BY SPORTS DIRECT INTERNATIONAL PLC OF 31 STORES
FROM JJB SPORTS PLC**

**Notice of provisional findings made under Rule 10.3
of the Competition Commission Rules of Procedure**

1. On 7 August 2009, the Office of Fair Trading, in exercise of its duty under section 22 of the Enterprise Act 2002 (the Act) and its power under section 35(6) of the Act, referred to the Competition Commission (CC) the completed acquisition by Sports Direct International plc (Sports Direct) of 31 stores from JJB Sports plc (JJB) for investigation and report within a period ending on 21 January 2010. The period for investigation and report was amended to 21 April 2010, following an extension under section 39(4) of the Act and subsequent extension under section 39(3) of the Act.

Provisional findings

2. The CC inquiry group (the Group) appointed to consider this reference has made the following provisional findings on the statutory questions it has to decide pursuant to section 35(1) of the Act:
 - (a) a relevant merger situation has been created by Sports Direct; and
 - (b) the creation of that situation has not resulted, and may not be expected to result, in a substantial lessening of competition in any market in the UK.
3. The Group's reasons are set out in full in the provisional findings report, a copy of which is on the CC [website](#) (see note (i) below).

The next steps

4. Anyone wishing to comment on the provisional findings is invited to provide the Group with their reasons in writing as to why these provisional findings should not become final (or, as the case may be, should be varied).
5. These reasons should be received by the Group no later than 4 March 2010.
6. The Group will have regard to any such reasons in making its final decisions on the statutory questions and actions.

DIANA GUY
Group Chairman
11 February 2010

Notes

- (i) A copy of this notice and the summary of the provisional findings report will be published on the CC website on 11 February 2010. The full provisional findings report will be published shortly afterwards and will not contain any information which the Group considers should be excluded from the report, having regard to the three considerations set out in [section 244](#) of the Act.
- (ii) Comments should be made in writing to:

Peter Baker
Inquiry Co-ordinator, Sports Direct/JJB merger inquiry
Competition Commission
Victoria House
Southampton Row
LONDON
WC1B 4AD

or by email to: SportsDirectJJB@competition-commission.gsi.gov.uk.