

Mr Price Group Limited
Registration number 1933/004418/06
Incorporated in the Republic of South Africa
ISIN: ZAE 000026951
JSE share code: MPC
("Mr Price" or "the company")

TRADING UPDATE TO 1 AUGUST 2009

This Mr Price trading update is for the first four months of the financial year ending 31 March 2010 (18 weeks to 1 August 2009). Total sales grew by 11.9% over this period and comparable sales grew by 9.2%. Inflation of 9.7% was recorded. Cash sales constituted 82% of total sales.

The Apparel Division, which represents 71.3% of group sales and which comprises Mr Price, Mr Price Sport and Miladys, reported sales growth for the period of 15.1% and comparable sales growth of 11.8%. Inflation of 7.9% was recorded.

The Home Division, comprising Mr Price Home and Sheet Street recorded sales growth of 4.7% and an increase in comparable sales of 3.2%. Inflation of 12.8% was recorded.

The abovementioned figures have not been reviewed and reported on by the company's auditors and this trading update does not constitute an earnings forecast.

Durban
27 August 2009
Sponsor
RAND MERCHANT BANK (A division of FirstRand Bank Limited)