

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" or "the group")

TRADING UPDATE TO 31 JULY 2010

For the first four months of the financial year ending 31 March 2011 (18 weeks to 31 July 2010), Mr Price Group Limited reported total sales growth of 11.9% and comparable sales growth of 8.6%. Inflation of 0.2% was recorded and trading space increased by 2.0%. Cash sales constituted 82.1% of total sales.

The Apparel Division, which represents 71.5% of group sales and which comprises Mr Price, Mr Price Sport and Miladys, reported sales growth for the period of 12.4% and comparable sales growth of 8.0%. Deflation of 1.2% was recorded and trading space increased by 4.4%.

The Home Division, comprising Mr Price Home and Sheet Street recorded sales growth of 10.9% and an increase in comparable sales of 10.3%. Inflation of 3.4% was recorded and trading space decreased by 1.7%.

As required by the JSE Limited Listing Requirements, a company is required to announce once it is reasonably certain that its results will differ by more than 20% over the corresponding reporting period. As a result of continued market share gains, the recovery of the previously underperforming divisions and the healthy state of the debtors book, the company expects basic, headline and core headline earnings per share for the six months ending 30 September 2010 to increase by more than 20% over the comparable period. However, given the early stage in the interim reporting period, the company cannot yet forecast with any degree of certainty the results to 30 September 2010 and a further announcement will be made once this is possible.

The above-mentioned figures and forecast financial information have not been reviewed and reported on by the company's auditors.

Durban
26 August 2010
Sponsor
RAND MERCHANT BANK (A division of FirstRand Bank Limited)