

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 24 AUGUST 2011

For the first four months of the financial year ending 31 March 2012 (18 weeks to 6 August 2011), Mr Price reported total sales growth of 9.2% and comparable sales growth of 6.7%. Inflation of 5.6% was recorded and, as a result of the company opening 29 and closing 37 stores, weighted average trading space decreased by 0.7%. In the future, new and expanded space is expected to well exceed planned space reductions. Cash sales constituted 81.6% of total sales. Monthly sales growths were: April 2011 15.8%, May 10.5%, June 2.8% and July 6.6%. This irregular pattern is due to the high sales base arising from the extended school holidays associated with the FIFA 2010 World Cup in June and July 2010. Sales growth of 12.0% has been recorded for the period 7 to 24 August 2011.

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 9.1% and comparable sales growth of 5.3%. Inflation of 5.2% was recorded and trading space increased by 1.5%.

The Home Division, comprising Mr Price Home and Sheet Street recorded sales growth of 9.2% and an increase in comparable sales of 10.1%. Inflation of 6.6% was recorded and trading space decreased by 4.2%.

The above-mentioned figures do not constitute an earnings forecast and have not been reviewed and reported on by the company's external auditors.

Durban  
26 August 2011  
Sponsor  
RAND MERCHANT BANK (A division of FirstRand Bank Limited)