

1 December 2008

St Ives plc – Directorate changes and Director’s shareholding

After serving 14 years on the board of St Ives plc (“the Company”), as announced in the Preliminary Results on 21 October 2008, Dr David Wilbraham stood down as a non-executive director of the Company after the Annual General Meeting held earlier today.

Also, as announced on 27 October 2008, Mr Lloyd Wigglesworth was appointed as a non-executive director of the Company with effect from today. On appointment Mr Wigglesworth holds 10,000 ordinary shares in the Company. The shares are registered in the name of N W Brown ISA Nominees Limited.

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