

4th June 2007

St Ives plc - Appointment of Finance Director

St Ives plc announces that it has appointed Mr Matthew Armitage as Finance Director of the group with effect from 3rd September 2007.

Mr Armitage (aged 38), a chartered management accountant, joins from Tequila London Ltd – a below-the-line marketing services business owned by Omnicom Group – after five years as their Finance Director.

Previously he had held various financial management positions with companies operating in the telecommunications, technology and fast-moving consumer goods industries, including ten years with Unilever plc.

Commenting on Matthew's appointment, Brian Edwards, Managing Director, said:

"We are delighted to welcome Matthew. We look forward to working with him and are confident that his marketing and client service background will be of great benefit to St Ives."

Enquiries to:

Miles Emley, Chairman
Brian Edwards, Managing Director

020 7928 8844