

**NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY OR CONNECTED PERSONS**

This form is intended for use by an *issuer* to make a *RIS* notification required by *DTR* 3.1.4.

- (1) An *issuer* making a notification in respect of a transaction relating to the *shares* or debentures of the *issuer* should complete boxes 1 to 16, 23 and 24.
- (2) An *issuer* making a notification in respect of a derivative relating the *shares* of the *issuer* should complete boxes 1 to 4, 6, 8, 13, 14, 16, 23 and 24.
- (3) An *issuer* making a notification in respect of options granted to a *director/person discharging managerial responsibilities* should complete boxes 1 to 3 and 17 to 24.
- (4) An *issuer* making a notification in respect of a *financial instrument* relating to the *shares* of the *issuer* (other than a debenture) should complete boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.

Please complete all relevant boxes in block capital letters.

1. Name of the *issuer*

**ST IVES PLC**

2. State whether the notification relates to:

- (i) a transaction notified in accordance with *DTR* 3.1.2R; or
- (ii) a disclosure made in accordance with LR 9.8.6R(1); or
- (iii) a disclosure made in accordance with section 793 of the Companies Act 2006

**(i)**

3. Name of *person discharging managerial responsibilities/director*

**MATTHEW ARMITAGE (DIRECTOR)**  
**PATRICK MARTELL (DIRECTOR)**  
**LLOYD WIGGLESWORTH (DIRECTOR)**

4. State whether notification relates to a *person* connected with a *person discharging managerial responsibilities/director* named in 3 and identify the *connected person*

**NOTIFICATION IS IN RESPECT THE PERSONS NAMED IN 3 ABOVE.**

5. Indicate whether the notification is in respect of a holding of the *person* referred to in 3 or 4 above or in respect of a non-beneficial interest

**NOTIFICATION IS IN RESPECT OF PERSONS NAMED IN 3 ABOVE.**

6. Description of *shares* (including *class*), debentures or derivatives or financial instruments relating to *shares*

**N/A**

St Ives plc  
St Ives House Lavington Street  
London SE1 0NX  
**T** 020 7928 8844  
**F** 020 7902 6436  
**W** [www.st-ives.co.uk](http://www.st-ives.co.uk)  
A **St Ives** Company

7. Name of registered shareholders(s) and, if more than one, the number of *shares* held by each of them

**N/A**

8. State the nature of the transaction

**GRANT OF AN AWARD OF NIL-COST OPTIONS OVER ST IVES PLC ORDINARY SHARES OF 10 PENCE EACH UNDER THE RULES OF THE ST IVES LONG TERM INCENTIVE PLAN 2010 (THE "LTIP 2010")**

9. Number of *shares*, debentures or financial instruments relating to *shares* acquired

**N/A**

10. Percentage of issued *class* acquired (*treasury shares* of that *class* should not be taken into account when calculating percentage)

**N/A**

11. Number of *shares*, debentures or financial instruments relating to *shares* disposed

**N/A**

12. Percentage of issued *class* disposed (*treasury shares* of that *class* should not be taken into account when calculating percentage)

**N/A**

13. Price per *share* or value of transaction

**N/A**

14. Date and place of transaction

**N/A**

15. Total holding following notification and total percentage holding following notification (any *treasury shares* should not be taken into account when calculating percentage)

**N/A**

16. Date issuer informed of transaction

**N/A**

If a *person discharging managerial responsibilities* has been granted options by the *issuer* complete the following boxes

17. Date of grant

**5 JANUARY 2011**

18. Period during which or date on which it can be exercised

**FROM 5 JANUARY 2014 TO 4 JANUARY 2021 PROVIDED PERFORMANCE CRITERIA ARE MET AND OPTIONS VEST ON 5 JANUARY 2014**

19. Total amount paid (if any) for grant of the option

N/A

20. Description of *shares* or debentures involved (*class* and number)

**GRANT OF AWARD OF NIL-COST OPTIONS UNDER LTIP 2010 OVER A TOTAL OF 875,700 ORDINARY SHARES OF 10 PENCE EACH TO THE FOLLOWING:**

<b>MATTHEW ARMITAGE</b>	<b>232,600</b>
<b>PATRICK MARTELL</b>	<b>410,500</b>
<b>LLOYD WIGGLESWORTH</b>	<b>232,600</b>

21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise

N/A

22. Total number of *shares* or debentures over which options held following notification

	<b>TOTAL NUMBER OF ST IVES PLC ORDINARY SHARES OVER WHICH LTIP OPTIONS ARE HELD FOLLOWING THIS NOTIFICATION:</b>	<b>EXPRESSED AS A PERCENTAGE OF ISSUED SHARE CAPITAL:</b>
<b>MATTHEW ARMITAGE</b>	<b>232,600</b>	<b>&lt;0.3%</b>
<b>PATRICK MARTELL</b>	<b>410,500</b>	<b>&lt;0.4%</b>
<b>LLOYD WIGGLESWORTH</b>	<b>232,600</b>	<b>&lt;0.3%</b>

23. Any additional information

**ST IVES PLC'S ISSUED SHARE CAPITAL AS AT 6 JANUARY 2011 IS 103,679,310 ORDINARY SHARES OF 10 PENCE EACH.**

24. Name of contact and telephone number for queries

**PHILIP HARRIS 020 7928 8844**

Name and signature of duly authorised officer of *issuer* responsible for making notification

**PHILIP HARRIS, COMPANY SECRETARY, ST IVES PLC**

Date of notification

**6 JANUARY 2011**