

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*

ANTONY STUART

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 OF THE PERSON NAMED IN 3 ABOVE AND GLORIA STUART A PERSON CONNECTED TO THE PERSON 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 AND 4 ABOVE.

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

ORDINARY SHARES OF 10 PENCE EACH.

St Ives plc
One Tudor Street
London EC4Y 0AH
T 020 7928 8844
F 020 7902 6566
W 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

ANTONY AND GLORIA STUART, 10,000 SHARES HELD JOINTLY VIA HSBC CREST ACCOUNT

8. State the nature of the transaction

MARKET PURCHASE OF SHARES

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

10,000 SHARES

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

<0.1%

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

98 PENCE PER SHARE

14. Date and place of transaction

6 MAY 2011, LONDON

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

	TOTAL NUMBER OF SHARES HELD FOLLOWING THIS NOTIFICATION:	EXPRESSED AS A PERCENTAGE OF ISSUED SHARE CAPITAL:
ANTONY STUART	10,000	<0.1%

16. Date issuer informed of transaction

9 MAY 2011

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

17. Date of grant

N/A

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

N/A

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

N/A

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

N/A

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

N/A

23. Any additional information

ST IVES PLC'S ISSUED SHARE CAPITAL AS AT 9 MAY 2011 IS 105,848,507 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

9 MAY 2011