

11 February 2009

St Ives plc – Directorate Change

The board of St Ives plc is pleased to announce the appointment of Lloyd Wigglesworth as an executive director of the company with effect from 2 March 2009. Further to the recently announced senior management changes, Lloyd will assume responsibility as Group Managing Director – Commercial Products when Simon Ward retires from the board at the end of March 2009.

Lloyd was appointed to the board as a non-executive director on 1 December 2008 and has had plc board experience at WH Smiths, Woolworths and Crest Nicholson.

Due to this appointment Lloyd will no longer serve on the company's Audit and Remuneration Committees. His place on the Audit Committee will be taken by Simon Marquis, the Senior Independent Director.

Enquiries:

St Ives plc

Miles Emley, Chairman

0207 928 8844

Brian Edwards, Chief Executive

Background notes:

Aged 49, Lloyd started his career in sales and marketing at Mars and has spent much of his career in the media supply chains and retail sectors; in addition to plc board experience he has had executive roles as Managing Director of Entertainment UK, Smiths News, Emap Consumer Magazines (Apex and Choice) and Frontline.

The group's Commercial Products businesses include direct response and commercial printing; multimedia printing and packaging; point-of-sale for major retailers and brands; and advertising materials for exhibitions and events.