

11 April 2011

St Ives plc (“the Company”) – Directorate change

At the AGM in November 2010, the Chairman, Mr Miles Emley announced his intention to stand down as Chairman and a director of the Company by the end of the current financial year.

Following the recent approval at a General Meeting of the shareholders of the Class 1 transaction for the disposal of the Company’s Magazine business, Mr Emley and the Company have agreed that he will stand down with effect from 25 April 2011.

Miles Emley has been a director of the Company since 1992 and Chairman since 1993. The directors would like to record their thanks and appreciation for the enormous contribution made by Mr Emley during that time and for having overseen the transition to a new management team.

As previously announced, Mr Richard Stillwell, an existing independent non-executive director of the Company, will take over as Chairman.

For further information please contact:

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