

14 March 2011

St Ives plc

**NOTICE OF GENERAL MEETING
RE DISPOSAL OF THE MAGAZINE GROUP**

St Ives plc is pleased to confirm that the circular and notice of General Meeting relating to the disposal of the Magazine Group is being posted to shareholders today.

The General Meeting will be held at the offices of Herbert Smith LLP, Exchange House, Primrose Street, London EC2A 2HS on 6 April 2011 at 9:00 a.m.. Shareholders may appoint a proxy by completing the form of proxy enclosed with the circular.

A copy of the circular has been submitted to the National Storage Mechanism and will shortly be available for inspection at: www.Hemscott.com/nsm. The circular will also be available for inspection at the offices of Herbert Smith LLP, Exchange House, Primrose Street, London EC2A 2HS and on St Ives plc's website at www.st-ives.co.uk.

Enquiries:

St Ives plc

020 7928 8844

Patrick Martell, Chief Executive
Matt Armitage, Group Finance Director

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
A **St Ives** Company