

19 October 2009

St Ives plc – Final Dividend

The board of St Ives plc has proposed a final dividend of 0.5p per ordinary share. Subject to shareholders' approval at the Annual General Meeting on 30 November 2009, it will be paid on 4 December 2009 to shareholders on the register as at 6 November 2009.

If approved, this will make a total dividend of 2.25p per ordinary share for the 52 weeks to 31 July 2009.

For further information contact:

St Ives plc

020 7928 8844

Miles Emley, Chairman
Patrick Martell, Chief Executive
Matt Armitage, Finance Director

Smithfield

020 7360 4900

John Antcliffe
Rupert Trefgarne

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