

22nd January 2009

St Ives plc (“St Ives” or “the Company”)

COMPLETION OF THE DISPOSAL OF THE US DIVISION

The Board of St Ives is pleased to announce that following receipt of shareholder approval at an Extraordinary General Meeting of the Company at 11.00 a.m. on 21 January 2009, the disposal of the US Division, St Ives (USA), Inc. has successfully completed.

Following completion of the disposal, Wayne Angstrom resigned from his position as a director of St Ives with immediate effect.

For further information contact:

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