

27 January 2012

### **St Ives plc – Pre close trading update**

St Ives, the UK's leading marketing services and print group, is today providing a pre-close trading update ahead of its half year results which will be released on 6 March 2012.

Whilst the general economic climate remains challenging, we are pleased that, as a result of our strategy to reposition the business, we continue to make solid progress as planned.

Group sales are ahead of last year driven by acquisition and growth within our Marketing Services segment, whilst at the same time we have further reduced our exposure to commoditised print markets. The acquisitions made in the first half of this financial year, Response One and Pragma, are being integrated successfully and have significantly strengthened and extended the Group's marketing services capabilities.

Our book business continues to perform well and has made further significant market share gains.

The Group's financial position remains robust and, in addition, we continue to see the benefits of the actions taken to re-position the Group towards higher added value services. We remain confident of an improved performance in the first half of this financial year compared to the equivalent period last year.

For further information contact:

St Ives plc  
Patrick Martell, Chief Executive  
Matt Armitage, Finance Director

020 7928 8844

MHP Communications  
John Olsen  
Ian Payne  
Giles Robinson

020 3128 8100

St Ives plc

One Tudor Street

London EC4Y 0AH

**T** 020 7928 8844 **F** 020 7902 6566

**W** [www.st-ives.co.uk](http://www.st-ives.co.uk)