

26 October 2011

St Ives plc – Notice of AGM and Posting of Annual Financial Report

Pursuant to DTR 4.1.3R, St Ives plc (“the Company” and together with its subsidiaries “the Group”) publishes its Annual Financial Report (“the Annual Report and Accounts 2011”) for the fifty two weeks ended 29 July 2011.

The Annual Report and Accounts 2011 is available to download from the Investor area of the Company’s website at www.st-ives.co.uk. Copies can also be obtained from the Company Secretary by writing to the registered office address: St Ives plc, One Tudor Street, London EC4Y 0AH or by telephoning 020 7928 8844.

The Company announces that the Annual Report and Accounts and Notice of Annual General Meeting 2011 have been posted to shareholders today. Accordingly copies of each of the documents listed below have been submitted to the Document Viewing Facility (National Storage Mechanism) and will shortly be available for inspection at the Document Viewing Facility (National Storage Mechanism) at www.Hemscott.com/nsm.do

- (a) the St Ives plc Annual Report and Accounts 2011;
- (b) the Notice to shareholders convening the forthcoming Annual General Meeting on 29 November 2011 at 11.00 a.m. at One Tudor Street, London EC4Y 0AH;
- (c) the Form of Proxy in relation to the Annual General Meeting; and
- (d) the draft rules of the proposed new St Ives Sharesave Plan.

Pursuant to DTR 6.3.5R all the information that would be required to be included in a half-yearly report is contained in the St Ives plc Preliminary Results announcement published in unedited full text on 4 October 2011 or is shown below:

Principal risks and uncertainties in the coming six months

The principal risks and uncertainties faced by the Group are detailed in the Business and Financial Reviews contained in the Preliminary Results announcement.

Related parties transactions

Transactions between the Company and its subsidiaries, which are related parties, have been eliminated on consolidation. No material related party transactions have been entered into during the year, which might reasonably affect the decisions made by the users of these financial statements.

The directors and other executive officers of the Company and their associates had no material transactions with the Group during the year.

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Responsibility statement

The directors confirm that to the best of their knowledge the financial statements, prepared in accordance with the relevant financial reporting framework, give a true and fair view of the assets, liabilities, financial position and profit or loss of the Company and the undertakings included in the consolidation taken as a whole; and the management report, which is incorporated into the Directors' Report, includes a fair review of the development and performance of the business and the position of the Company and the undertakings included in the consolidation taken as a whole, together with a description of the principal risks and uncertainties that they face.

By order of the board

Philip Harris
Company Secretary
St Ives plc

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