

**NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY OR CONNECTED PERSONS**

This form is intended for use by an *issuer* to make a *RIS* notification required by *DTR* 3.1.4.

- (1) An *issuer* making a notification in respect of a transaction relating to the *shares* or debentures of the *issuer* should complete boxes 1 to 16, 23 and 24.
- (2) An *issuer* making a notification in respect of a derivative relating the *shares* of the *issuer* should complete boxes 1 to 4, 6, 8, 13, 14, 16, 23 and 24.
- (3) An *issuer* making a notification in respect of options granted to a *director/person discharging managerial responsibilities* should complete boxes 1 to 3 and 17 to 24.
- (4) An *issuer* making a notification in respect of a *financial instrument* relating to the *shares* of the *issuer* (other than a debenture) should complete boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.

Please complete all relevant boxes in block capital letters.

1. Name of the *issuer*

**ST IVES PLC**

2. State whether the notification relates to:

- (i) a transaction notified in accordance with *DTR* 3.1.2R; or
- (ii) a disclosure made in accordance with LR 9.8.6R(1); or
- (iii) a disclosure made in accordance with section 793 of the Companies Act 2006

**(I)**

3. Name of *person discharging managerial responsibilities/director*

**MATTHEW ARMITAGE (DIRECTOR)**  
**PATRICK MARTELL (DIRECTOR)**

4. State whether notification relates to a *person* connected with a *person discharging managerial responsibilities/director* named in 3 and identify the *connected person*

**NOTIFICATION IS IN RESPECT THE PERSONS NAMED IN 3 ABOVE.**

5. Indicate whether the notification is in respect of a holding of the *person* referred to in 3 or 4 above or in respect of a non-beneficial interest

**NOTIFICATION IS IN RESPECT OF PERSONS NAMED IN 3 ABOVE.**

6. Description of *shares* (including *class*), debentures or derivatives or financial instruments relating to *shares*

**ORDINARY SHARES OF 10 PENCE EACH.**

7. Name of registered shareholders(s) and, if more than one, the number of *shares* held by each of them

**N/A**

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)  
A **St Ives** Company

8. State the nature of the transaction

**LAPSE OF EXECUTIVE SHARE OPTIONS GRANTED ON 28 APRIL 2008 AT AN OPTION PRICE OF 236.75 PENCE UNDER THE ST IVES PLC EXECUTIVE SHARE OPTION SCHEME 2001 AS THE PERFORMANCE CONDITIONS HAVE NOT BEEN MET WITHIN THREE YEARS OF THE DATE OF GRANT.**

9. Number of *shares*, debentures or financial instruments relating to *shares* acquired

**N/A**

10. Percentage of issued *class* acquired (*treasury shares* of that *class* should not be taken into account when calculating percentage)

**N/A**

11. Number of *shares*, debentures or financial instruments relating to *shares* disposed

**LAPSE OF EXECUTIVE SHARE  
OPTIONS @236.75 PENCE OVER  
NUMBER OF SHARES STATED  
BELOW:**

|                         |                |
|-------------------------|----------------|
| <b>MATTHEW ARMITAGE</b> | <b>110,800</b> |
| <b>PATRICK MARTELL</b>  | <b>152,000</b> |

12. Percentage of issued *class* disposed (*treasury shares* of that *class* should not be taken into account when calculating percentage)

**N/A**

13. Price per *share* or value of transaction

**NIL**

14. Date and place of transaction

**28 APRIL 2011, LONDON**

15. Total holding following notification and total percentage holding following notification (any *treasury shares* should not be taken into account when calculating percentage)

|                         | <b>TOTAL NUMBER OF<br/>ESOS AND LTIP OPTIONS<br/>HELD FOLLOWING THIS<br/>NOTIFICATION:</b> | <b>EXPRESSED AS A<br/>PERCENTAGE OF ISSUED<br/>SHARE CAPITAL:</b> |
|-------------------------|--|---|
| <b>MATTHEW ARMITAGE</b> | <b>776,600</b>   | <b>0.73%</b>  |
| <b>PATRICK MARTELL</b>  | <b>954,500</b>   | <b>0.90%</b>  |

16. Date issuer informed of transaction

**28 APRIL 2011**

If a *person discharging managerial responsibilities* has been granted options by the *issuer* complete the following boxes

17. Date of grant

**N/A**

18. Period during which or date on which it can be exercised

**N/A**

19. Total amount paid (if any) for grant of the option

**N/A**

20. Description of *shares* or debentures involved (*class* and number)

**N/A**

21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise

**N/A**

22. Total number of *shares* or debentures over which options held following notification

**N/A**

23. Any additional information

***ST IVES PLC'S ISSUED SHARE CAPITAL AS AT 28 APRIL 2011 IS 105,848,507 ORDINARY SHARES OF 10 PENCE EACH.***

24. Name of contact and telephone number for queries

***PHILIP HARRIS 020 7928 8844***

**Name and signature of duly authorised officer of *issuer* responsible for making notification**

***PHILIP HARRIS, COMPANY SECRETARY, ST IVES PLC***

**Date of notification**

***28 APRIL 2011***