

28 October 2011

**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

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 OF JILL ARMITAGE, A PERSON CONNECTED TO THE PERSON 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 AND 4 ABOVE.

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

ORDINARY SHARES OF 10 PENCE EACH.

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)

7. Name of registered shareholders(s) and, if more than one, the number of shares held by each of them  
TD WATERHOUSE NOMINEE EUROPE LTD (ACCOUNT NO. 277SMKTNOMS).

8. State the nature of the transaction

MARKET PURCHASE OF SHARES.

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

46,329 SHARES.

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

0.04%

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

N/A

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

11,329 SHARES AT 89.0 PENCE PER SHARE.  
35,000 SHARES AT 89.86 PENCE PER SHARE

14. Date and place of transaction

11,329 SHARES ON 26 OCTOBER 2011, LONDON  
35,000 SHARES ON 27 OCTOBER 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)

TOTAL NUMBER OF SHARES HELD FOLLOWING THIS NOTIFICATION:  
EXPRESSED AS A PERCENTAGE OF ISSUED  
SHARE CAPITAL:

MATTHEW ARMITAGE 155,380 <0.14%

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16. Date issuer informed of transaction:  
28 OCTOBER 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 OCTOBER 2011 IS 112,111,622 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 OCTOBER 2011

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