

30 January 2007

### St Ives plc - Trading Statement

The Board of St Ives plc has today released the following trading update prior to the close of the Group's first half year on 2 February 2007.

Conditions in our markets remain extremely challenging and forward visibility continues to be limited. Subject to these and other uncertainties as to consumer confidence, the Board expects the trading results for the year as a whole to be broadly in line with current market expectations and considerably ahead of those achieved in the previous year.

Whilst the trading results for the first half year are likely to be below those for the first half of the prior year (as restated), the Board expects a significant improvement in the performance of the Group in the second half of the current year. This is expected to derive principally from management action already taken, including yet further focus on specialist, non-commoditised market segments; further benefit from the Group Sales initiative launched in the second half of last year; an initial contribution from the acquisition of Service Graphics in November 2006, the activity levels of which are seasonally low in the period from November to January; and the disposal of the loss making activities of our Financial Division.

Enquiries:

St Ives plc	020 7928 8844
Miles Emley	Chairman
Ray Morley	Group Finance Director

Smithfield	020 7903 0665
John Antcliffe	

St Ives plc

St Ives House, Lavington Street,

London SE1 0NX

T 020 7928 8844 F 020 7902 6436

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

press release press release

 **St Ives plc**

St Ives plc

St Ives House, Lavington Street,

London SE1 0NX

T 020 7928 8844 F 020 7902 6436

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