

31 July 2007

St Ives plc - Changes in board responsibilities

The Board of St Ives plc is pleased to announce the following changes in board responsibilities with effect from 1 August 2007. Brian Edwards (formerly Group Managing Director) becomes Chief Executive while the role of Miles Emley as chairman (previously part-time) becomes non-executive. At the same time, Simon Ward (previously Chief Executive Commercial and Point-of-sale Activities) becomes Managing Director UK Sales and Patrick Martell (formerly Managing Director Media Products) becomes Managing Director UK Operations. Wayne Angstrom's role as Chief Executive Officer US Division is unchanged. As previously announced on 4 June 2007, Matthew Armitage is expected to take up his appointment as Finance Director on 3 September 2007.

Enquiries:

St Ives plc 020 7928 8844

Miles Emley (Chairman)

Brian Edwards (Chief Executive)