

DIRECTORS' SHAREHOLDING

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Swallowfield PLC

19 December 2013

Swallowfield plc

("Swallowfield" or "the Company")

Directors' Shareholding

Swallowfield plc, a market leader in the development, formulation, and supply of personal care and beauty products; whose customers include many of the world's leading brands, was notified on 19 December that Chris How, Chief Executive Officer of the Company, purchased ordinary shares of 5 pence each in the capital the Company ("Ordinary Shares") on the date and price outlined below:

| Director holding beneficial interest | Date of Transaction | Number of Ordinary Shares Purchased | Price at which Ordinary Shares were purchased | Beneficial interest of Director following this transaction | Beneficial holding in Ordinary Shares following this transaction |
|--------------------------------------|---------------------|-------------------------------------|---|--|--|
| Chris How | 18/12/2013 | 10,000 | 88.6p | 50,000 | 0.44% |

For further information please contact:

| | | |
|---------------------------|------------------------------|---------------|
| Swallowfield plc | | |
| Mark Warren | Group Finance Director | 01823 662 241 |
| Shaun Dobson/Jenny Wyllie | N+1 Singer | 0207 496 3000 |
| Alan Bulmer | Investor Focus International | 07831 654744 |
| Chris Lawrance | JBP Public Relations | 0117 907 3400 |

Notes to Editors:

Swallowfield plc is a market leader in the development, formulation, and supply of personal care and beauty products. Our customers include many of the world's leading brands. We pride ourselves on being a customer orientated, innovative, flexible and responsive company. We combine high quality, competitive products with strong customer service and develop close partnerships with our customers facilitating an in-depth knowledge of their requirements.

This information is provided by RNS
The company news service from the London Stock Exchange

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