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PRESS RELEASE

ALLEZ PARIS

Swallowfield plc, the AIM-listed cosmetics, toiletries and household goods solutions provider, has unveiled a new operation in Paris as part of its overseas expansion plans.

The firm, headquartered in Wellington, Somerset, which last month announced significantly improved pre-tax profits of £1.32m for the year ending 30 June 2008, has opened a new sales office close to the French capital to grow new business and develop and service existing client relationships in Europe.

The move further strengthens Swallowfield's international geographical footprint. The company opened a new facility in the Czech Republic at the start of the year, which fills and finishes cosmetic and toiletry products. Also recently it signed a joint venture agreement with Jahwa, IE, a subsidiary of one of China's largest players in the toiletries sector, and Kasho, a Japanese investment company. This will see Swallowfield providing its own intellectual property, including formulations and quality systems to the Joint Venture Company (JVC) in return for exclusive access to European markets for the products produced by the JVC.

Commenting on the opening of the Paris operation, Chief Executive Ian Mackinnon said:

"We believe there are major opportunities for Swallowfield in Europe. Whilst strengthening our international presence, the new operation in Paris will help us further enhance our service to customers by making them more aware of our range of solutions and it will be critical in helping us achieve growth overseas. Paris is obviously an ideal location as it is a fashion hub in Europe and home to brands such as Chanel, Christian Dior and Yves St Laurent."

NOTES TO EDITOR

- Swallowfield is a full service provider for brands operating in the cosmetic, personal care and household goods marketplace. This includes market analysis; design, formulation and testing of products; packaging design and sourcing; and distribution and stock management.

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