



IRELAND BLYTH LIMITED

CAUTIONARY ANNOUNCEMENT

The Board of Ireland Blyth Limited ("IBL") is pleased to announce to its Shareholders and to the public in general that on 10 November 2009, it has decided to distribute to its Shareholders all the shares held by IBL in Sun Resorts Ltd ("SRL") in the form of a dividend in specie payable to shareholders of the Company registered at the close of business on 02 December 2009, in proportion to their respective shareholding in IBL.

This decision will unlock shareholder's value and enable IBL to focus on its core sectors, namely:

- Financial Services
- Logistics, Engineering & Commerce
- Retail
- Seafood & Marine

27,636,825 SRL Shares will be distributed in the proportion of 0.386862 SRL share for each IBL share held, rounded down to the nearest integer (any entitlement to fractional shares being paid in cash).

The shares of IBL will be traded cum-dividend up to the market day of 27 November 2009 and ex-dividend on 30 November 2009.

Based on the figures at 30 September 2009, following distribution the net asset value of IBL will be Rs36.70 per share.

The above distribution will take place on or about 10 December 2009.

The shareholders are advised to exercise caution when dealing in their shares.

By Order of the Board

S. P. Rey
Secretary

10 November 2009

This notice is issued pursuant to Listing Rule 11.3.

The Board of Directors of Ireland Blyth Ltd accepts full responsibility for the accuracy of the information contained in this cautionary announcement.