

Nichols plc (the "Company")

Director Shareholding

10 August 2010

The Company was notified on 9 August 2010, that earlier that day, Mr Peter John Nichols, Non-Executive Chairman, had transferred 1,700,000 ordinary shares of 10 pence each in the Company ('Ordinary Shares') to his wife, Mrs Elaine Mary Nichols, for nil consideration.

Following the transaction, Mr and Mrs Nichols combined beneficial holding in the Company remains unchanged at 2,103,532 Ordinary Shares representing 5.75% of the current issued share capital.

Contact:

John Nichols, Non-Executive Chairman
Brendan Hynes, Group Chief Executive
Tim Croston, Group Finance Director

Nichols plc

Telephone: 01925 222222

Website: www.nicholsplc.co.uk

Alistair Mackinnon-Musson

Nathan Field

Hudson Sandler

Telephone: 020 7796 4133

Email: nichols@hspr.com

Mark Brady / Matthew Cheetham

Brewin Dolphin Ltd

(NOMAD)

Telephone: 0845 213 4729

Website: www.brewincorporate.co.uk