



15 April 2010

DS SMITH PLC CHIEF EXECUTIVE

Further to the announcement made on 3 November 2009, DS Smith Plc, the international packaging manufacturer and office products wholesaler, is pleased to confirm that Miles Roberts will be appointed to the Board as an Executive Director and Group Chief Executive on 4 May 2010. Tony Thorne is retiring as Executive Director and Group Chief Executive on the same date.

Miles, aged 46, was Group Chief Executive of McBride plc from July 2005 until April 2010 having originally joined the company as its Group Finance Director in January 2002. He is a Non-Executive Director of Care UK plc.

As required by the Listing Rules, it is confirmed that there are no details to be disclosed pursuant to LR 9.6.13 R (1) to (6). Miles Roberts does not currently hold any shares in the Company.

Carolyn Cattermole
Company Secretary
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