

LAURA ASHLEY

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Please reply to Fax No: 020 7880 5111

29 January 2004



BY SWIFTAIR
Securities and Exchange Commission
Office of International Corporate Finance
450 Fifth Street, NW
Washington DC 20549
USA

SUPPL

Dear Sir

LAURA ASHLEY HOLDINGS plc
FILE NO 82-1356

Pursuant to the exemptions granted to Laura Ashley Holdings plc (the "Company") under Rule 12g3-2 (b) of the Securities Exchange Act of 1934, as amended, please find enclosed an announcement released to the London Stock Exchange by the Company.

Please receipt stamp the enclosed copy of this letter and return it to the undersigned in the envelope provided.

Yours faithfully

Ann. E. Mantz (Mrs.)
Company Secretary

PROCESSED

FEB 09 2004

THOMSON
FINANCIAL

cc Mr. Brian Teitelbaum (Citibank)



29 January 2004

LAURA ASHLEY HOLDINGS plc
("Laura Ashley" or "the Group")

The Board of Laura Ashley Holdings plc announces that its wholly owned subsidiary, Laura Ashley Holdings BV, has completed an agreement for the disposal of its operations in Switzerland, Austria and Italy with EDMI Holding AG as announced in June 2003. The businesses disposed of will enter into a new, separate franchise agreement with the Group.

The Group now has two remaining stores in Continental Europe where agreements to franchise or dispose of the stores are in the process of being concluded.

Enquiries:

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