



Date: 4th March 2010

ICELAND - CARBON TRUST STANDARD CERTIFIES ACTION ON CLIMATE CHANGE

Iceland Foods Ltd has been awarded the Carbon Trust Standard after taking action on climate change by measuring and reducing its carbon footprint, achieving a 15% improvement in carbon efficiency against turnover over the three year assessment period.

The Carbon Trust Standard is the world's first carbon award that requires an organisation to measure, manage and reduce its carbon footprint and actually make real reductions year-on-year. Unlike other award schemes, organisations are rewarded for actions they've taken to cut carbon across their own operations.

Nick Canning, Marketing Director said:

"We're delighted to have achieved the Carbon Trust Standard. It is a great way of showing that we have taken action on climate change and a way to communicate our environmental credentials to those that matter."

"In the current climate it's essential that we remain competitive, and the Carbon Trust Standard is another way we can stay ahead of the game. Cutting carbon is a priority for us as a business and delivers tangible bottom-line benefits. We have already improved our carbon efficiency by 15 % and made absolute cut in carbon emissions of 2% as part of the initiative and are committed to making further reductions in the future."

"This has been achieved through our store refits, replacing high demand remote refrigeration cabinets with standard line freezers, installation of a temperature management system which standardises our store operation, and the air conditioning replacement programme."



Press Information Press Information Press Information

Harry Morrison, General Manager of the Carbon Trust Standard, commented:

"Being certified with the Carbon Trust Standard is proof an organisation has taken genuine action to reduce their direct impact on climate change by cutting carbon emissions. We congratulate Iceland Foods on this achievement.

"Both businesses and consumers share a desire for one, credible way to prove an organisation has not only measured, but actually reduced their carbon emissions year-on-year without the use of offsetting. The Carbon Trust Standard provides this credibility and we encourage more organisations to follow Iceland Foods in making this commitment."

ENDS

Enquiries: Iceland Press Office 01244 842667

Notes to editors

For further information or interviews on the Carbon Trust Standard, please contact the Carbon Trust press office on 01753 827 294 or standard@octopuscomms.net

The Carbon Trust Standard

- All businesses and organisations, both in the UK and internationally, are eligible to apply for the Carbon Trust Standard including FTSEs, mid caps, SMEs and public sector organisations. Organisations that are awarded the Carbon Trust Standard hold it for a two year period and to maintain the certification they must reapply and demonstrate that they have continued to make year-on-year reductions in their carbon emissions.
- Organisations wanting information about getting the Carbon Trust Standard can call: 0800 019 1443 or visit www.carbontruststandard.com.
- Organisations that are certified with the Carbon Trust Standard are listed at www.carbontruststandard.com/UsingtheStandard/CurrentStandardBearers.aspx
- Through a commitment to continually reducing their carbon footprint, Carbon Trust Standard achievers have together cut their annual emissions by 600,000 tonnes of CO₂.

The Carbon Trust

- The Carbon Trust is an independent company set up by government in response to the threat of climate change, to accelerate the move to a low



Press Information Press Information Press Information

carbon economy by working with organisations to reduce carbon emissions and develop commercial low carbon technologies. The Carbon Trust works with UK business and the public sector through its work in five complementary areas: insights, solutions, innovations, enterprises and investments. Together these help to explain, deliver, develop, create and finance low carbon enterprise.

- For more information on the Carbon Trust visit www.carbontrust.co.uk or call the Carbon Trust Advice Line on 0800 085 2005.



Iceland Foods Ltd
Second Avenue, Deeside Industrial Park
Deeside, Flintshire CH5 2NW, UK

Press Office Hotline: +44 (0)1244 842 667
Switchboard: +44 (0)1244 830 100
Facsimile: +44 (0)1244 289 509

Web Site: www.iceland.co.uk