

# Press Information Press Information Press Information

17 August 2009

- Start -

We have been working with Kerry for nearly 4 years now. For most of that time, she has been a successful part of our advertising campaigns, but has also been through some tough times in her personal life. We have always stood by her, as an example of a normal person and mum who has experienced some of the modern day culture of fame, and how difficult it can be to deal with.

However, following the most recent allegations, we feel it is impossible for Kerry to continue to work with us as one of the faces of Iceland advertising.

In recognition of the relationship we have developed, we will continue to try and help Kerry to ensure she gets the most appropriate support, should she require our assistance.

- End -



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](http://www.iceland.co.uk)