



20 August 2014

PETER ANDRE TO BE THE NEW FACE OF ICELAND

Iceland Foods is delighted to announce that the TV presenter, songwriter and chart-topping singer, **Peter Andre** is to be the new face of Iceland. Peter will make his first appearance in an exciting new Iceland TV advertising campaign that will launch next month.

Iceland Joint Managing Director Nick Canning said: "The UK food retail market is more competitive than ever, so it is vital that we make the most of our advertising spend to achieve a real impact on consumers. Peter Andre has a very high profile with our customers as a singer, presenter, parent and TV personality – including, of course, his life-changing appearance in the Iceland-sponsored "I'm A Celebrity ... Get Me Out Of Here!"

"We are delighted that Peter has agreed to be the new face of our company and we look forward to working with him to make the whole country more aware of Iceland's outstanding value, great quality, brilliant service and industry-leading innovation."

Peter said: "I only ever get involved in a campaign when I truly believe in it. Having experienced first-hand the variety of great quality foods, both fresh and frozen, I can honestly say that Iceland is a great place to shop, full of family favourites and offers outstanding value."

"In an ever changing and competitive market, I am proud to be part of reinforcing Iceland as a front runner in the supermarket industry. I'm really excited to be working on such a big campaign and looking forward to a great future with the brand."

ENQUIRIES:

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