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**ICELAND FINANCE DIRECTOR WINS
MAJOR REGIONAL AWARD**

Tarsem Dhaliwal, Finance Director of Iceland Foods Limited, was last night named North West Finance Director of the Year for a business with a turnover of more than £250 million. Presenting the award at a gala dinner at the Lowry Hotel, Salford, Chris Sharp of financial recruitment specialist Sharp Consultancy paid tribute to Tarsem's long record of service with Iceland, and the remarkable turnaround that the company has achieved since he returned to the business as Finance Director in 2005.

The North West Finance Director Awards, launched by Sharp Consultancy in 2009, this year attracted more than 200 nominations and the winners were selected by a panel of judges including James Cliffe from Barclays, David Grundy from Grant Thornton, Mark Halliwell from Halliwells, Chris Sharp and Simon Massey from Sharp Consultancy and former CEO of Speedy Hire PLC, John Brown.

Tarsem Dhaliwal said, "It really is a great honour and pleasure to have been given this award, particularly against such strong competition from some of the most respected companies in the region. I regard it very much as a reflection not on me personally, but on the excellence of Iceland's first class finance department, to whom this award actually belongs."

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NOTE TO EDITORS:

Tarsem Dhaliwal

Age 46

Finance Director, Iceland Foods Limited

Tarsem joined Iceland on leaving college and qualified as an accountant with the company. He has worked for Iceland for a total of 21 years and rejoined the business in 2005, following the takeover of the Big Food Group, as Finance Director and a member of the management shareholding team. Since then Iceland has achieved four years of double-digit like-for-like sales growth, producing record turnover of over £2bn and EBITBA of £163m in 2009. Iceland has also been recognised as one of the Best Large Companies To Work For in the UK.

Tarsem is responsible for Iceland's Finance, Legal, IS, Stores Maintenance and Property functions. He is also Chairman of DBC Foodservice and a director of a number of other private food and property companies. Outside business, his greatest interests are his children, partner and Manchester United, not necessarily in that order.