



29 January 2008

BERNARD MATHEWS APPOINTS NEW SALES DIRECTOR



Bernard Matthews is pleased to confirm the appointment of Leigh Edwards as Sales Director for Bernard Matthews Foods Ltd. Edwards joined the business at the beginning of the year and has responsibility for the day to day running of the sales team in the UK.

Edwards has extensive experience in the FMCG sector and has worked for major food brands, including Del Monte Foods, H.J.Heinz, and Wm. Wrigley.

"This is a challenging but exciting time to join the team at Bernard Matthews as they set out to create a sustainable future for the business", says Edwards. "It's "Back to Basics" and back to what made this business successful, with a renewed focus on turkey farming and the delivery of good quality, tasty yet affordable turkey products.

"We know that our products need to better meet the needs of the marketplace and our customers and significant progress has and is being made on this front. With consumer trends clearly stating a desire for British produce, our focus back on British agriculture and farming can only help rebuild our reputation and realise the value of our strongest asset, British Turkey."

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