



28th July 2008

**Bernard Matthews
Unveils New Strategy**

Bernard Matthews today unveiled details of its business recovery plan and brand relaunch. This plan aims to reposition the company for growth and has three key elements: refocusing back on British Turkey farming and production, making products that better meet the needs of consumers today, and championing British Agriculture.

Going back to its agricultural roots, September 1st 2008 will see all Bernard Matthews branded turkey products being made with 100% British turkey from its farms across East Anglia, firmly placing British farming back at the heart of the business.

In the coming few months Bernard Matthews will relaunch the brand with a new identity and image supported by a series of new product launches in response to the growing demand for healthier, convenient and affordable food. All these new products will be made with British turkey and only natural ingredients - no artificial colours and flavours and lower levels of saturated fats and salt.

At the forefront of the new product launch will be a transformed portfolio of cooked meats based on Bernard Matthews' British Golden Norfolk Turkey. The second significant launch is "Big Green Tick", a new frozen product range for customers looking for healthy convenient and great tasting food. As the name implies, the new product range will be low in saturated fat, only use 100% British turkey breast meat and wherever possible have Green on the Guideline Daily Amounts (GDAs).

As the nation's largest free range turkey farmer, Bernard Matthews will also extend its offering of free-range turkey products to satisfy the growing consumer demand.

Commenting on both the brand relaunch and the new product ranges, Bernard Matthews' Chief Executive Noel Bartram said: "This repositioning of the Company is the result of extensive planning with 2007 having been an exceptionally difficult year. Although we successfully eliminated the January outbreak of avian flu on one of our farms within 72 hours, its occurrence had a significant impact on poultry sales. The new Bernard Matthews will focus on providing quality, great tasting and affordable food at a time when we know shoppers are feeling the pressure of rising costs."

In 2007, Bernard Matthews recorded a 9.5 per cent drop in sales for continuing operations to £326 million with an operating loss of £9.6 million. The Company expects to return to profitable growth this year and will roll out a new marketing and advertising campaign this Autumn emphasising the firms commitment to British turkey farming.

- End -

For further information please contact:

Anthony Cardew / Matthew Law, Cardew Group

T: 020 7930 0777