

FOR YOUR INFORMATION

January 5th 2012

Change in A Frost A/S Management

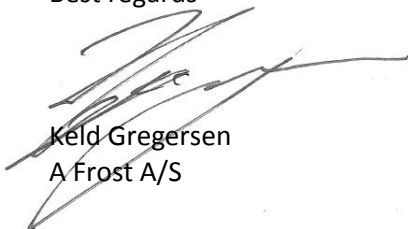
As per 12th of December 2011 Claus Ravnsbo has been appointed new CEO of A Frost A/S, taking over the responsibility from the company's founder and major shareholder Keld Gregersen.

The two owners of the company - Keld Gregersen and Lau Hejgaard - will remain active in the company working in specific areas, meaning that Lau Hejgaard will still be responsible for purchasing of all duck and Christmas poultry products – fresh and frozen – and he will be responsible for the company's new biz as well.

With a strong retail background from Dansk Supermarked – latest as Purchasing Director for all fresh and frozen foodstuffs - and an in-depth knowledge of the Scandinavian food sector, Claus Ravnsbo has the perfect profile to lead A Frost A/S through its further expansion.

For more information please contact:
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Best regards



Keld Gregersen
A Frost A/S