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ICELAND FOODS REVIEWS FUTURE OF APPLIANCES SHOWROOMS

The continued strong growth of its core food business has prompted Iceland to review the future of the electrical appliance showrooms in its stores. The showrooms are operated by a joint venture company, Dalton House Appliances, which currently has space in approximately 18 per cent of Iceland's UK stores.

Following this review, Dalton House Appliances has begun consultations with its employees regarding the proposed closure of all these appliance showrooms. The closure, if implemented, would be a gradual process concluding by the end of September 2009.

Iceland Chief Executive Malcolm Walker said, "With Iceland now in its fifth consecutive year of double digit like-for-like sales growth, we are naturally examining every opportunity to improve our use of space to enhance our offer and service to our customers, by providing additional food merchandising and enhancing the facilities for our unique home delivery service."

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