



**SANFORD LIMITED**  
**SUSTAINABLE SEAFOOD**

3 October 2011

**SANFORD LIMITED ANNOUNCEMENT**

Sanford Limited is pleased to announce the appointment of Mark Cowsill as an independent Director of Sanford Limited.

Mark is a New Zealand business leader with extensive experience in profitable and complex business enterprises. He has deep knowledge of a range of international consumer markets. For 18 years, until his retirement in 2011, he lead Frucor Beverages through a significant growth period and through a variety of ownership structures including a grower cooperative, a publicly listed entity and into multinational ownership.

Under Mark's leadership Frucor achieved significant compound growth over the last 10 years in both revenue and profitability through the introduction of new products and expansion into new overseas markets.

Chairman of Directors Jeff Todd noted:

"The Board is delighted that Mark has accepted the invitation to join the Board of Sanford Limited. His background and experience in the food (meat) and beverage industry and his success in local and international markets will be a valuable addition to our Board capabilities. We are confident he will make an excellent contribution at the Board table."

Mark served as a Director of Frucor Beverages Limited during its time as a listed company and is currently a Director of Hubbard Foods Ltd, a qualified Chartered Accountant and has a Bachelor of Commerce degree from Auckland University.

Eric Barratt  
Managing Director