

For immediate release

24 November 2014

**Countrywide Farmers plc
Board Appointment**

Countrywide Farmers plc, one of the UK's leading suppliers of products, services and advice to the rural community, announces the appointment of Andrew Webb as Chief Commercial Officer and a member of the Board, with effect from 5th January 2015.

Andrew Webb will be responsible for executing Countrywide's commercial strategy as the Company establishes itself as a leading multichannel retailer to the rural community. Andrew will reporting directly to Chief Executive Officer, John Hardman.

Andrew brings extensive experience of the development and delivery of successful multi-channel experiences to customers in a wide variety of leading businesses including Equifax, Game Digital, White Stuff, East, and Carphone Warehouse.

Commenting on his appointment, John Hardman, Chief Executive Officer said: "This is a really important appointment for the business and demonstrates our ambition to provide our customers with the best multichannel shopping experience. We recognise that customer buying patterns are evolving and we want to stay at the forefront of these changing trends. Andrew's appointment coincides with the roll out of Project Fusion, a new technology platform which will integrate our existing network of 53 stores, in-field sales team, online, and catalogue shopping; it will provide our customers with the widest range of shopping options as well as driving efficiencies across the business."

Speaking about his appointment Andrew Webb recognises the opportunity in the rural sector: "No one is dominating this space and Countrywide represents a real opportunity to occupy a market leading position in a growing sector. Drawing on the insight from the largest rural loyalty card programme it feels as if the business is on the verge of delivering a step change in service levels to the rural customer. I am excited to be coming to Countrywide to build on all the good work so far and to lead this multichannel implementation."

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The Directors of Countrywide Farmers plc accept full responsibility for this statement