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# ARCTIC GLACIER

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## **Arctic Glacier Names New Sales Vice President**

Dave Johnson Appointed VP, Sales of Arctic Glacier Holdings, Inc.

**WINNIPEG – May 2, 2013** – Arctic Glacier Holdings, Inc. (“Arctic Glacier” or the “Company”), a leading provider of packaged ice to over 75,000 retail accounts in 6 Canadian provinces and 26 U.S. states, today announced that Dave Johnson has joined the Company as Vice President, Sales. Mr. Johnson has over 23 years of sales leadership experience with a deep understanding and a track record of success with direct-store delivery businesses as well as warehouse distribution and broker management. Most recently Mr. Johnson was the Senior Vice President, Business Development at Crossmark, where he was responsible for global growth initiatives, and is an 18-year veteran of world-wide market leader Frito-Lay.

Prior to Crossmark, Mr. Johnson was General Manager at Sensible Portions, an entrepreneurial consumer goods company, where he developed a strategic plan to build the sales of a new product line. At Frito-Lay, Mr. Johnson progressed through a broad range of senior sales roles including Director of Warehouse Sales, Director of Convenience & Gas Sales, and Zone Sales Leader for a regional direct-store delivery (DSD) business. Mr. Johnson will begin with Arctic Glacier immediately.

“I am thrilled to be joining Arctic Glacier,” remarked Johnson. “I am looking forward to working with the company’s sales team to build on its industry-leading quality, reliability and service. We have many opportunities to drive the next stage of the company’s growth and I can’t wait to get started.” Fred Smagorinsky, Arctic Glacier’s CEO, commented, “We are fortunate to have attracted someone of Dave’s caliber to join our senior leadership team. His background at a world-class DSD company such as Frito-Lay coupled with his experience leading the sales teams at more entrepreneurial ventures is a perfect fit for Arctic Glacier. We put the customer first at Arctic Glacier and Dave is going to help us to improve our capabilities to exceed the expectations of our consumers and channel partners.”

### **About Arctic Glacier**

Arctic Glacier is the leading producer, marketer and distributor of packaged ice, with a strong and loyal customer base across Canada and the United States. Arctic Glacier operates a network of 86 production plants and distribution facilities that provide ice to over 75,000 retail locations. The Company’s main product is packaged ice, primarily under the brand name Arctic Glacier® Premium Ice. The Company also sells other products such as bottled water, dry ice, packaged wood, rock salt and sells and leases ice-making and dispensing equipment in certain markets. For more information, visit [www.arcticglacier.com](http://www.arcticglacier.com).

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