



**STANDARD FORM – NOTIFICATION OF THE ACQUISITION OR DISPOSAL OF
MAJOR PROPORTIONS OF VOTING RIGHTS**

**VOTING RIGHTS ATTACHED TO SHARES– ARTICLE 85 OF THE ACT ON SECURITIES TRANSACTIONS
NO. 108/2007**

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached ⁱ: **Alfesca (A)**
2. Reason for the notification (please tick the appropriate box or boxes):
 an acquisition or disposal of voting rights

 an acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached

 an event changing the breakdown of voting rights
3. Full name of person(s) subject to the notification obligation ⁱⁱ:
Lur Berri Iceland ehf.
4. Full name of shareholder(s) (if different from the person mentioned in point 3.) ⁱⁱⁱ:
5. Date of the transaction and date on which the threshold is crossed or reached ^{iv}: **24 September 2009**
6. Threshold(s) that is/are crossed or reached: **30%**
7. Notified details:

A) Voting rights attached to shares							
Class/type of shares (if possible using the ISIN CODE)	Situation previous to the Triggering transaction		Resulting situation after the triggering transaction ^{vi}				
	Number of Shares	Number of Voting rights ^{vii}	Number of shares	Number of voting rights ^{viii}		% of voting rights	
			Direct	Direct ^{ix}	Indirect ^x	Direct	Indirect
A (IS0000000461)	1,525,918,464	1,525,918,464	2,000,903,114	2,000,903,114		34.24%	
SUBTOTAL A (based on aggregate voting rights)	1,525,918,464	1,525,918,464	2,000,903,114	2,000,903,114		34.24%	

B) Financial Instruments				
Resulting situation after the triggering transaction ^{xi}				
Type of financial instrument	Expiration Date ^{xii}	Exercise/Conversion Period/ Date ^{xiii}	Number of voting rights that may be acquired if the instrument is exercised/converted	% of voting rights
		SUBTOTAL B (in relation to all expiration dates)		

Total (A+B) [if applicable]	number of voting rights	% of voting rights

8. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable^{xiv}:

9. In case of proxy voting: [name of the proxy holder] will cease to hold [number] voting rights as of [date].

10. Additional information:

On 24 September 2009 the redemption period for shares in Alfesca ended and following the settlement Lur Berri Iceland ehf. will hold 2,000,903,114 shares in Alfesca which represents 34.04% of the existing issued share capital of the company and 34.24% of voting rights.

Reykjavík on 24 September 2009