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2 August 2004

## **NEW MANAGING DIRECTOR FOR LLOYDS TSB CORPORATE**

Diana Brightmore-Armour has been appointed as Managing Director, Lloyds TSB Corporate, with effect from 1 August 2004.

Diana joined the Bank in February 2004, having spent 13 years with The Coca-Cola Group of Companies in a variety of corporate finance, financial risk and treasury roles.

Truett Tate, Group Executive Director, Wholesale and International Banking, said: "I am delighted to appoint Diana at a time when we are actively growing our corporate banking business. Since joining the Bank in February she has continued to build the large corporate franchise and under her leadership I expect the division to continue to flourish."

Diana Brightmore-Armour, said: "I am keen to build on the momentum within the business as our strategy of organic growth begins to bear fruit. We've made significant gains during the first half of the year through extending and deepening relationships with our corporate clients. As business confidence continues to improve, I expect to use this success as a springboard for the future."

Diana will be responsible for the division's 15,000 corporate customers, providing financial, banking and advisory services to businesses with a turnover ranging from £2 million per year through to multi-nationals. As well as its Financial Institutions, Commercial, Large and Global Corporate relationship banking teams, Lloyds TSB Corporate also incorporates the Bank's international trade finance, Registrars and money transmission businesses.

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## **NEW MANAGING DIRECTOR FOR LLOYDS TSB CORPORATE/...2**

### **DIANA BRIGHTMORE-ARMOUR – BIOGRAPHICAL DETAILS**

<b>1 August 2004</b>	Managing Director, Lloyds TSB Corporate
<b>16 February 2004</b>	Corporate Banking Director, Lloyds TSB Corporate
<b>November 2002</b>	Corporate Development Officer, MCL Group Limited
<b>2001 to 2002</b>	Chief Executive Officer, Oneswoop.com – online automotive sales channel and UK leader in automotive e-commerce outsourcing
<b>2000 to 2001</b>	Chief Financial Officer and acting Chief Technology Officer, Oneswoop.com

### **The Coca-Cola Group of Companies**

<b>2000</b>	Director of Planning and Treasury, Coca-Cola Hellenic Bottling Co (CCHBC)
<b>1998 to 2000</b>	Group Treasurer, Coca-Cola Beverages PLC (CCB)
<b>1996 to 1998</b>	Assistant Treasurer, Manager, Financial Risk & Corporate Finance, The Coca-Cola Company (based in Atlanta)
<b>1994 to 1996</b>	Treasury Services Manager – The Greater Europe Group, The Coca-Cola Company (based in Atlanta)
<b>1993 to 1994</b>	Manager Global Cash Management, Investments & Financing, The Coca-Cola Company (based in Atlanta)
<b>1991 to 1993</b>	European Treasury Manager, The Coca-Cola Company (based in London)
<b>1990 to 1991</b>	Treasury Accounting Manager, Coca-Cola Capital (based in London)
<b>1987 to 1990</b>	International Auditor, The Coca-Cola Company (overseas based)

Fellow of Association of Corporate Treasurers (MCT)  
Chartered Association of Certified Accountants (ACCA)

#### **For more information:**

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