



LLOYDS TSB REVITALISES ACCOUNTS FOR A MOBILE GENERATION

- Added value current accounts revitalised to reflect customers' changing lifestyles, including:
 - Save My Numbers™ - backs up customers' prized mobile phone numbers
 - Increased mobile phone insurance up to £2,000 to cover the rising cost of handsets, including iPhones and BlackBerry phones

Lloyds TSB today re-launched its range of Added Value Accounts, introducing a number of new benefits to reflect customers' changing lifestyles and growing reliance on their mobile phone, including the unique Save My Numbers™ service.

Lloyds TSB Added Value Accounts are incredibly popular with customers, providing account holders with a wide range of features including travel insurance, AA breakdown cover and mobile phone insurance. Last September the AA rescued its two millionth Lloyds TSB customer and in 2007 alone, the bank replaced or repaired 77,000 customers' mobile phones.

Over recent months, Lloyds TSB has been talking to its Added Value Account customers to ask their views on their Added Value Accounts and find out what new features they would like.

Of the added value account customers surveyed¹ three quarters (75 per cent) say that they are happy with the benefits they receive. However, a significant proportion (one in three), feel that they would benefit from additional features on their accounts, with increased mobile phone cover and Save My Numbers to back up their mobile phone numbers the most popular choices.

Ian Larkin, managing director, consumer banking, Lloyds TSB, said: "The new Save My Numbers service is likely to prove a real life-saver for our customers and a valuable addition to their existing package of benefits. Mobile phones are an essential part of the fabric of modern life."

¹ Research conducted by Ciao online amongst Lloyds TSB added value customers in January 2008

LLOYDS TSB REVITALISES ACCOUNTS ... / 2

“We are becoming increasingly reliant on them, not only to keep in contact with people but also to receive important information. Over half a million customers receive our free weekly balance update by text message to their phone and since we launched it in November, we have had really positive feedback from customers about our limit alert text message service.”

Lloyds TSB is informing customers about the new account features this month, with new benefits coming into effect on 1 April 2008 and new monthly account charges² will show on customers' statements from 1 May 2008.

Ian Larkin continued: “All of our Added Value Accounts offer customers excellent value for money and a wide range of benefits. As the new features we have added to the accounts reflect what our customers have told us they want, we are confident that they will be well received.”

Half of customers surveyed consider their mobile phone to be indispensable and just over a quarter (26 per cent) have more than a hundred phone numbers saved on their mobile. Nearly half (45 per cent), confessed that they had no way of knowing the telephone numbers of their family, friends and business contacts without the help of their phone but a third (34 per cent) of phone owners have either lost their phone or had it stolen.

New account features from 1 April 2008:

Save My Numbers™ - avoid the frustration of losing all-important contact details

Of the customers surveyed, over half (53 per cent) said that gathering all of their lost telephone numbers was the biggest frustration when their phone went missing. The Save My Numbers™ service is designed to help customers avoid this irritation by backing up all their prized mobile phone numbers. Customers simply store all the contact numbers saved on their mobile phone on a secure online site. In the event that their phone is lost or stolen, or they upgrade their phone, they are then able to download their numbers onto their new phone at the touch of a button – saving them time and minimising frustration.

Sole account holders will be able to store account numbers from one phone and joint account holders numbers from two phones, while Premier customers will be able to save the numbers from two phones for a sole account and up to three phones for a joint account.

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LLOYDS TSB REVITALISES ACCOUNTS ... / 3

Increased mobile phone insurance

Over a third (34 per cent) of customers surveyed say that they have either lost their phone or had it stolen.

With the cost of handsets increasing, cover for the replacement of a phone is being increased to a maximum retail value of £2,000 so it can cover the costs of higher spec phones and PDAs such as iPhones and BlackBerry phones. The Nokia 8800, for example, costs £699.

Premier account holders will also enjoy cover for additional handsets (up to two handsets for a sole account holder and up to three handsets for a joint account holder) ideal for their partner or child's phone.

One Airmile for every pound spent booking travel through the Lloyds TSB Travel Service

Customers who book their holidays through the Lloyds TSB Travel Service will now have the option to earn Airmiles. For every pound spent, customers will receive one Airmile so a family holiday costing £1,500 would earn 1,500 Airmiles which is enough for a return flight to destinations such as Barcelona, Prague or Venice. If customers do not want to collect Airmiles, they can choose a cash discount on their holiday instead (6.5 per cent for Silver, Gold and Platinum customers and 7.5 per cent for Premier customers).

Nearly a quarter (23 per cent) of added value customers surveyed say that they would like to be able to earn Airmiles in this way.

Airport Meet & Greet – taking the hassle out of airport parking

To help take the hassle and stress out of airport parking, Platinum and Premier account customers who book their holiday through the travel service will be able to request a complimentary airport Meet & Greet service. When they get to the airport, a driver will meet them and take their car to the car park – no waiting in the cold for the courtesy bus. Nearly a quarter (24 per cent) of customers surveyed say that they would like to have this service as part of their account.

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LLOYDS TSB REVITALISES ACCOUNTS ... / 4

Travel Money Card

New customers signing up for the Silver Account will now have the choice between the existing Money Transfer Card (a pre-paid cash card for a family member or friend overseas) or Travel Money Card, the 21st Century equivalent of the Travellers' Cheque, which allows customers to pre-load Dollars or Euros to their card and use it while travelling abroad.

Car and home shopping discounts

Customers told us that the discounts offered on new and used cars and discounts on home shopping were features of their account that they didn't use very often so, from 1 April 2008, these will be removed.

Select Account

The Select account will no longer be available to new customers from 1 April 2008 but existing customers will continue to enjoy the benefits.

Monthly fees for added value accounts which come into effect from 1 May 2008

Account	Silver	Gold	Platinum	Premier
Monthly fee	£7.95	£12.00	£17.00	£25

² Fees for Silver and Premier accounts remain unchanged. Fees for Gold and Platinum accounts increase by £2 per month to £12.00 and £17.00 respectively and Select increases by £0.95 per month to £7.95.

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For further information

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LLOYDS TSB REVITALISES ACCOUNTS ... / 5

Notes to editors: Added value account range

PREMIER £25
<p>Travel Services Lloyds TSB Travel Service in partnership with AIRMILES.</p> <ul style="list-style-type: none"> • 1 Airmile per £1 spent through the Lloyds TSB AIRMILES Travel Service, OR • 7.5% cash discount on holiday bookings • UK Airport lounge access and Meet and Greet service <p>Travel Insurance Worldwide cover including both family and winter sports cover</p> <p>Removal of £1 Point of Sale fee for foreign debit card transactions</p> <p>Identity Theft Protection Guard against ID theft</p> <p>Home Emergency Cover Resolve domestic emergencies with one call</p> <p>AA Breakdown Cover</p> <ul style="list-style-type: none"> • Roadside Assistance • Home Start • Relay • Stay Mobile • Accident Management <p>Mobile Phone Insurance</p> <ul style="list-style-type: none"> • International cover • Up to 3 handsets covered • Optional family cover <p>Save my Numbers™</p> <p>Sentinel® Card Protection Protection for registered debit, credit and store cards</p> <p>£500 interest-free planned overdraft (subject to application)</p>

PLATINUM £17
<p>Travel Services Lloyds TSB Travel Service in partnership with AIRMILES</p> <ul style="list-style-type: none"> • 1 Airmile per £1 spent through the Lloyds TSB AIRMILES Travel Service, OR • 6.5% cash discount on holiday bookings • UK Airport lounge access or Meet and Greet service <p>Travel Insurance Worldwide cover with family upgrade or winter sports cover for you and your partner</p> <p>Removal of £1 Point of Sale fee for foreign debit card transactions</p> <p>AA Breakdown Cover</p> <ul style="list-style-type: none"> • Roadside Assistance • Home Start • Relay • Accident Management <p>Mobile Phone Insurance</p> <ul style="list-style-type: none"> • International cover • Optional family cover <p>Save my Numbers™</p> <p>Sentinel® Card Protection Protection for registered debit, credit and store cards</p> <p>£250 interest-free planned overdraft (subject to application)</p>

GOLD £12
<p>Travel Services Lloyds TSB Travel Service in partnership with AIRMILES</p> <ul style="list-style-type: none"> • 1 Airmile per £1 spent through the Lloyds TSB AIRMILES Travel Service, OR • 6.5% cash discount on holiday bookings <p>Travel Insurance Worldwide cover for you and your partner</p> <p>AA Breakdown Cover</p> <ul style="list-style-type: none"> • Roadside Assistance • Accident Management <p>Mobile Phone Insurance</p> <ul style="list-style-type: none"> • International cover <p>Save my Numbers™</p> <p>Sentinel® Card Protection Protection for registered debit, credit and store cards</p> <p>£100 interest-free planned overdraft (subject to application)</p>

SILVER £7.95
<p>Money Transfer Card Simple, quick and safe way to send money abroad to family or friends, OR</p> <p>Travel Money Card A handy way to pay when abroad</p> <p>Travel Services Lloyds TSB Travel Service in partnership with AIRMILES</p> <ul style="list-style-type: none"> • 1 Airmile per £1 spent through the Lloyds TSB AIRMILES Travel Service, OR • 6.5% cash discount on holiday bookings <p>Travel Insurance European cover for you and your partner</p> <p>AA Breakdown Cover</p> <ul style="list-style-type: none"> • Roadside Assistance • Accident Management <p>Mobile Phone Insurance</p> <ul style="list-style-type: none"> • International cover <p>Sentinel® Card Protection Protection for registered debit, credit and store cards</p>