

## **LLOYDS TSB INTERNET BANKING APPOINTS NEW HEAD OF MARKETING**

Lloyds TSB Group has appointed Anita Hockin as head of marketing, Internet Banking. The appointment took effect from 9 August 2004. She has over nine years experience in marketing management, in both business to business and business to consumer roles.

Anita joins Lloyds TSB from Affinity Internet Holdings Plc, where she was director of marketing and direct sales. While at Affinity, she managed the 'breathe.com' portal and successfully launched a number of Internet, mobile and fixed line products, including Sainsbury's HomePhone and Broadband product range. Other 'white-label' clients for which Anita created product and marketing strategies, included Powergen, HFC Bank and Tiny Computers.

Before joining Affinity, Anita held a variety of senior marketing roles at Planet Intra.com and IBM.

Commenting on her appointment, Anita, said: "As the most popular and widely used financial website in Europe, Lloyds TSB's Internet operation is second to none. I am incredibly proud to be able to take up the challenge of driving forward its marketing strategy and to see the operation go from strength to strength. "

Neil Berkett, managing director of Retail Distribution, Lloyds TSB, added: "I am delighted to have Anita on board and know that her wealth of experience in Internet marketing will help Lloyds TSB build on the success of its online operation."

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Lloyds TSB Internet Banking now has over 1.5 million customers using its Internet banking service each month, with over £1.98 billion worth of transactions, in payments and transfers between accounts.

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**For further information:**

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