

LLOYDS TSB INSURANCE APPOINTS NEW HEAD OF MARKETING

Lloyds TSB Insurance has appointed Mark Hanson as head of marketing. The appointment took effect from 7 December 2004. He has 10 years experience in senior marketing roles in both financial services and utilities companies. In his new role, Mark will be responsible for all marketing activity for direct business and will oversee a team of 30.

Mark joins Lloyds TSB Insurance from Axa Sunlife where he was head of marketing services and was responsible for a department of 60 staff. While at Axa, he developed and implemented a multi million pound investment in e-commerce capability, to boost new business. He also spearheaded the development of the company's first ever customer insight database.

Before joining Axa, Mark held several roles with Centrica, firstly as relationship communications manager and customer relationship manager - and latterly as head of customer intelligence.

Commenting on his appointment, Mark said: "I'm absolutely delighted to have been given the chance to take on this fantastic role. Lloyds TSB Insurance is a company with a supreme understanding of its customers and it will be a real challenge to develop the direct marketing operations to improve efficiency and effectiveness even further."

Phil Loney, managing director, Lloyds TSB Insurance, added: "I am delighted to have Mark on board and know that his wealth of experience will help Lloyds TSB Insurance go from strength to strength."

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