

LLOYDS TSB TAPS INTO TXT

Lloyds TSB Internet Banking has launched a new **mobile phone text alert service**, which will allow personal and business banking customers to keep track of their finances on the move, free of charge.

The text alert service will provide customers with details of their current account balance and a list of the last six transactions on their current accounts direct to their mobile phone. Personal banking customers can opt for weekly alerts on the day of their choice and have three timeslots to choose from; 8am to 10am, 10am to midday or between midday and 6pm. Lloyds TSB will also be the first bank to offer a text service to business customers. They can request updates by text every working day or weekly and will automatically receive their alerts between 7am and 9am.

Customers who want to sign up for the alerts will need to register with Lloyds TSB's Internet banking and simply select the current accounts for which updates are needed and the mobile phone they want the alerts sent to. Customers can easily change the mobile number on which they receive messages and can pause or cancel the service at any time.

Matthew Timms, Lloyds TSB Internet director said: "Text messaging has clearly taken Britain by storm over the past few years. Forty million people in the UK own a mobile phone and well over two billion text messages are sent every month in the UK¹. As a nation on the move, time is at a premium and our need for information is increasing. This new free text alert service will allow customers to get hold of the information they need, wherever and whenever they want it, whether they're in a high street store or up Ben Nevis.

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LLOYDS TSB TAPS INTO TXT.../2

“With more than 2,000 branches, Internet and telephone banking, the challenge for Lloyds TSB personal and business customers now is to find a place where they can’t keep up to date with their money!”

Customers interested in finding out more or registering for the service can visit Lloydstsb.com/text.

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Notes to editors:

¹Mobile Data Association, March 2004

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