



Lloyds TSB

54/07



AIRMILES

Wednesday 25th April 2007

LLOYDS TSB IS OFFICIAL AIRMILES PARTNER

Lloyds TSB and AIRMILES, the UK's leading travel loyalty scheme, have today announced a new partnership.

From 1 June 2007, Lloyds TSB will become AIRMILES' official financial services partner, providing it with exclusive rights to offer Airmiles to its customers.

New and existing customers will be able to gain more rewards than before, as Lloyds TSB will **double**¹ the Airmiles earn rate offered by the previous financial services partner.

Colin Walsh, Director of Credit Cards at Lloyds TSB, said: "This is great news for our customers. AIRMILES is the most sought after loyalty scheme and this partnership gives us the opportunity to reward our 16 million customers for doing business with us. By working together we aim to attract new customers and provide a wider range of benefits for our existing customers."

Andrew Swaffield, Managing Director at AIRMILES, commented: "We're really excited to partner with such a forward thinking, innovative and customer focused bank as Lloyds TSB. Our members have told us that they want to earn more Airmiles and faster and the double reward rate offered with this new partnership helps them to do just that from day one. The popularity of the AIRMILES scheme provides an opportunity for Lloyds TSB to attract the eight million members already loyal to the AIRMILES brand."

The first Lloyds TSB product offering Airmiles will be the new Duo Card Account. This is a 'two in one' account, which has one rate, one monthly statement, one PIN and two credit cards - American Express (AmEx) and MasterCard - so that customers can earn miles wherever they shop.

- ENDS -

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Notes to editors

1. With the Duo Card Account, Lloyds TSB will increase the earn rate to up to one Airmile for every £10 spent. The previous NatWest collection rate was one Airmile for every £20 spent.
2. All NatWest AIRMILES customers will be contacted with full details of the new offer. If they wish to find out further information in the meantime, they can call on 0870 603 7363 or log on to www.airmiles.co.uk/ltsb
3. Lloyds TSB credit card customers will be contacted directly but can register their interest in the AIRMILES scheme by calling 0800 056 7281
4. This helpline – 0800 056 7281 – is also open to non-Lloyds TSB customers who are keen to register.

About AIRMILES

AIRMILES offers a wide range of travel rewards with more than 110 airlines, 25,000 world-wide hotels, cruises, travel insurance, car hire, package holidays and UK breaks from the country's top 100 tour operators. AIRMILES offers a price match guarantee for its brochure holidays. In addition, customers booking with AIRMILES will benefit from no credit card charges or booking fees.

AIRMILES, now in its nineteenth year, is the UK's longest running and most rewarding travel loyalty scheme. Over 8 million customers collect Airmiles through its many household collection partners including: Tesco, Shell, Southern Electric and Interflora. In addition, the AIRMILES online shopping site offers customers the

opportunity to collect Airmiles with over 100 online retailers including: Currys, CD Wow, JohnLewis.com and Carphone Warehouse, giving customers the chance to truly collect both on and off the high street. Simply click through to the retailer's site via www.airmiles.co.uk