



Lloyds TSB

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LLOYDS TSB APPOINTS RAPIER AS ITS DIRECT MARKETING AGENCY

Lloyds TSB today announces it has appointed Rapier as its direct marketing agency. Rapier will be the sole agency for all direct marketing activity for the Lloyds TSB Group going forward.

Rapier won the pitch following a thorough review of the Agency market through the Haystack Group. Rapier will work with the new brand positioning: 'for the journey...' developed by Lloyds TSB's above the line agency partner RKCR/Y&R. They will be responsible for providing in-depth planning and direct communications delivery across the bank's different business units, helping to drive a step change in the level of customer engagement with the bank.

Nigel Gilbert, Lloyds TSB Group Marketing Director said: "We enjoyed excellent presentations from the best agencies in the field but Rapier were outstanding. Their pitch demonstrated great customer insight, creative flair and commercial acumen coupled with a real understanding of our brand and our business."

Jonathan Stead, CEO of Rapier said: "We're absolutely delighted with this appointment. Nigel has embarked on a transformation of both the Lloyds TSB brand and marketing practice. The brief gave us the opportunity to be as challenging as we wished and we found an absolute meeting of minds with Nigel and the marketing teams."

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