



Lloyds TSB

110.07

19th September 2007

BOOST YOUR CHRISTMAS BONUS WITH LLOYDS TSB DUO

Earn airmiles for yourself as you shop for others

With less than 100 shopping days to go until Christmas, Lloyds TSB today announces a series of exclusive retail partnerships to give credit card customers extra rewards on their festive spend.

From today, savvy spenders can get started early on their Christmas shopping and earn more airmiles than ever before with the following retailers:

- HMV - the UK & Ireland's leading music, film and games specialist
- Austin Reed – premium high street clothing retailer
- Laithwaites – the UK's No.1 independent wine merchant
- Bose - provider of quality home cinema, music and loudspeaker systems.

Lloyds TSB AIRMILES Duo credit card customers will earn 1 air mile for every £5¹ they spend at branches of HMV, Austin Reed and wine merchants Laithwaites. Customers will also earn when they shop via Bose & Laithwaites telephone order services.

Colin Walsh, Director of Cards & Payments at Lloyds TSB commented: “Our Christmas partnerships are great news for shoppers who want to earn rewards on their spending. At the end of the festive season we often feel like we have earned a holiday and with the average credit card holder spending over £800² during the Christmas period, consumers could earn over 160 airmiles to help them on their way.”

Duo card customers also have the opportunity to ‘double dip’ and earn extra miles on their Christmas spend when they shop via the AIRMILES website with online shopping partners including Tesco, John Lewis and Interflora.

The partnerships will run until the 31st December 2007 so customers can also take advantage of post - Christmas sales.

Customers can apply for a Lloyds TSB AIRMILES Duo Account Credit Card by visiting www.lloydstb.com or at any branch of Lloyds TSB.

Notes to editors:

1. Customers will earn 1 airmile for every £5 spent on their Lloyds TSB AIRMILES Duo AMEX credit card.
2. Based on Lloyds TSB credit card customers average spend over November & December

For more information contact:

Amanda Glover/ Eleanor Ross

Lloyds TSB Press Office

Tel: 020 7356 2021/ 020 7356 1714

Email: amanda.glover@lloydstb.co.uk

www.mediacentre.lloydstb.com