



Lloyds TSB

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LLOYDS TSB WINS READER'S DIGEST MOST TRUSTED BANK FOR EIGHTH YEAR RUNNING

For the eighth year running, Lloyds TSB has been named "Britain's Most Trusted Bank" by UK consumers.

The 2008 Reader's Digest survey – which is carried out in 16 countries across Europe – put the Group in pole position in the UK bank/building society category.

The survey asked more than 23,000 consumers across Europe to nominate brands that they would not only choose themselves but also recommend to others, as well as explaining what trust means to them when choosing brands.

Group Marketing Director Nigel Gilbert says: "To be voted for this award by the British public for the eighth year running is a tremendous achievement! This is real recognition of the brilliant effort and dedication by everyone across the Group to provide excellent service for our customers. No other bank can claim to be Britain's most trusted, let alone for the eighth year in a row. We should all be very proud."

Find out more at www.rdtrustedbrands.com

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Notes to Editors:

About the survey: The survey asked more than 23,000 consumers across 16 countries to nominate their most trusted brands. Approximately 2,000 respondents were from the UK, of which approximately 85 per cent answered for the bank/building society category.

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