

**SCOTTISH WIDOWS APPOINTS NEW
MANAGING DIRECTOR, MARKETING AND DISTRIBUTION**

Scottish Widows has appointed Andy Briggs as Managing Director, Marketing and Distribution, succeeding Nathan Moss, who will be moving to a senior role within the Lloyds TSB Group.

The role will give Andy responsibility for Scottish Widows' market strategy, new business acquisition and marketing activity with IFAs, direct to consumers and through the Lloyds TSB branch network. He reports to chief executive Archie Kane.

Andy is an actuary by profession and joins from Prudential where he had worked for over 19 years. Most recently he held the position of Chief Executive, Retirement Income, Prudential UK & Europe, with previous experience working in actuarial, product design and marketing and sales.

Archie Kane, Scottish Widows chief executive, commented:

“Scottish Widows has made excellent progress in developing market-leading propositions and in driving profitable new business growth and we are looking to build on our strong base as one of the UK’s leading life, pensions and investment providers. I am delighted that Andy is joining us to continue the development of our marketing and distribution division.”

Andy Briggs added:

“In recent years Scottish Widows has performed extremely well, which has been driven by a very strong marketing and distribution division. The challenge for me is to ensure that this development continues and that the business continues to succeed and grow. I have a strong base to build from and I am relishing the task ahead.”

Andy's first senior appointment will be Robert Fletcher, who is taking up the newly created role of Strategic Account Director. In this role, Robert will lead the Bancassurance function within Scottish Widows, and will be responsible for the strategic management and development of distribution channels with the wider Lloyds TSB group.

Robert brings with him over 25 years experience with Commercial Union, CGU and Norwich Union where he has held senior positions in operational sales, marketing, strategy and business partnerships.

ENDS

For further information, please contact:

Paul Ferguson
Press Officer
Scottish Widows
Tel. 0131 655 6818
Email: paul.ferguson@scottishwidows.co.uk

Scottish Widows news releases appear on our website at
www.scottishwidows.co.uk/mediacentre