

PRESS RELEASE

15 October 2007

WIDOW MEETS FACEBOOK FANS

As Scottish Widows celebrates the 21st anniversary of the iconic Widow, members of her Facebook fan club were given the unique chance to meet their idol face to face last weekend. Many members of the group, set up in admiration of the current Widow, Hayley Hunt, study at the historic St. Andrews University which also provided the scenic backdrop for the event.

During the day, selected members of the group were invited to attend a photo shoot with the Widow at St. Salvator's Quad giving them a sneak peek at the magic that goes into portraying one of the country's most famous brand icons. Afterwards, the Facebook fan club, which has 43 members, was invited to have a drink and a chat with the model behind the cloak, Hayley Hunt.

Mike Hoban, Customer and Brand Marketing Director said: "It is exciting to see that a 200 year old brand is resonating so strongly with today's i-generation. The event was designed for the fans on Facebook to get a unique 'up-close and personal' encounter with the Widow and is one of the first times a commercial organisation has arranged for fans to meet their idol through a social networking site."

The Facebook group's creator, Chelsea Lea Bagnard said: "I created the group on Facebook because I'd spotted calendar shots of the Scottish Widow on the internet and thought they were incredibly creative and really stood out.

“I’ve also always admired the way the Widow appears in TV ads so to get the chance to be a part of a photo shoot at my University grounds was something I’ll never forget. I still have to pinch myself to check that I’m not dreaming and that I did actually meet the famous Scottish Widow!”

Hayley Hunt, the model who plays the Scottish Widow, said: “I’m really flattered to have a Facebook group dedicated to me. It was exciting to meet the fans and wonderful to discover how the Scottish Widows brand has captured the imagination of the students at St. Andrews University.”

Ends

Notes to editors:-

For further information please contact:

Paula Sutherland
Scottish Widows
Tel: 0131 655 6818

paula.sutherland@scottishwidows.co.uk

Clare Waller or Holly Smale
3 Monkeys Communications
Tel: 020 7440 2410

scottishwidows@3-monkeys.co.uk

Scottish Widows was founded in 1815 as Scotland’s first mutual life office. Becoming part of the Lloyds TSB Group in 2000, Scottish Widows has become one of the most recognised brands in the life, pensions and investment industry in the UK. The product range includes ordinary long term insurance, such as life assurance, pensions, annuities and permanent health insurance, and savings and investment products. Using a multi-sales network of Financial Advisers, Direct Sales, Direct Marketing, the Internet and via the branch network of Lloyds TSB, Scottish Widows currently employs about 4,000 people.

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

Scottish Widows has worked with personality expert, Pat Knightley, to develop an online psychological tool – the **Scottish Widows Personality Profiler**. The Personality Profiler identifies nine personality types, each with a different approach to money matters. By taking the test people can discover their own type, how they may interact with their partner’s type and how to best handle potential financial fall outs.

To take the test, visit: www.scottishwidows.co.uk/profiler