



JUDGES CHOSEN FOR 2008 WIDOWS AWARDS

- **The Widows Awards now in their third year**
 - **Judges panel chosen for 2008**
 - **Widows Awards microsite launched**

Scottish Widows is once again supporting and promoting IFA talent through the Widows Awards. The choice of judges is an integral part of the Widows Awards process and Scottish Widows is pleased to announce the panel of judges for 2008.

Each year Scottish Widows selects four judges, each with a different outlook on the IFA market.

The judging panel this year once again encapsulates a diverse and independent representation of the IFA industry. This year's judges are:

- **Tom Baigrie** – Tom is the CEO of Baigrie Davies LifeSearch plc. Tom is a previous Awards winner – scooping the Industry Initiative of the Year prize in 2006.
- **Katrina Baugh** - Katrina is the editor of IFA Online.
- **Nick Cann** – Nick is the Chief Executive of the Institute of Financial Planning and also sits as a delegate on the Financial Planning Standard Board CFP Council.
- **Matt Ward** - Matt is the Principal Consultant for Pensions & Wealth Management at Defaqto.

Ian Laverty, Market Relations Manager, said, "We are really pleased to host these awards again in 2008. This is an excellent opportunity for IFA successes and achievements to be recognised and rewarded by people in the industry who are well placed to judge. We're grateful to the contribution by Tom, Nick, Katrina and Matt and I'm looking forward to seeing which worthy winners they identify."

The Widows Awards are presented for:

- **Lifetime Achievement Award**
Honours the financial adviser who has offered the most to financial services over his or her life.
- **Industry Initiative of the Year Award**
Rewards the financial adviser who has created a new initiative in financial services or championed a cause that will better the industry for consumers and/or intermediaries.
- **IFA Newcomer Award**
Recognises the financial adviser newcomer (no more than three years as an adviser) who has made the biggest impact on the financial services industry since their arrival.
- **Industry Personality of the Year Award**
Given to the financial adviser who has caught the imagination of consumers and/or intermediaries with key industry issues through a presence in the media, at conferences or in their day-to-day work.

Tom Baigrie, former Award winner and one of this year's judges said: "The Widow is a very special award in that it recognises more than just ordinary commercial success. Those who receive it have sought to personally further, by example, initiative or leadership, the currently fragile cause of advice. The fact that there is no entry procedure other than achieving an impeccable reputation across all four branches of those who know advisers best, means that the four winners each year have reason to be very proud indeed. It's a damn fine piece of bronze too!"

This year the Awards are enhanced by a dedicated website www.scottishwidows.co.uk/widowsawards and a unique logo. The website contains details of the prestigious industry prizes. Information can be found on the judges, the awards, previous winners and pictures from previous Awards ceremonies. The new Awards logo represents the importance Scottish Widows attaches to the Awards. By having its own logo the Awards takes on a distinct identity that complements Scottish Widows' own iconic brand.



This years Awards will be announced on 3rd of October.

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For further information, please contact –

Susan McDonald
Scottish Widows
Tel: 0131 655 7003
Susan.mcdonald@scottishwidows.co.uk

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

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.

For further information on Scottish Widows association with London 2012 Games, visit www.scottishwidows.co.uk/london2012

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