

**28 July 2008**  
**For Immediate Release**

Scottish Widows Bank has launched a special bonus rate on their Direct Transfer Account. For a limited time\*, a special interest rate of **6.25%** gross (5.63% AER) for 6 months is available for clients' personal savings. Scottish Widows Bank also guarantees that their standard rate will never be lower than 0.25% below their Base Rate until 31/12/2012.

With a rate that competes with the best the direct customer market has to offer, the Scottish Widows Bank Direct Transfer Account offers an attractive proposition for both clients and intermediaries. As well as a good rate, clients can benefit from a range of features including easy access to their savings through telephone and internet banking. Annual commission of 0.2% is paid to intermediaries on a quarterly basis at 0.05% based on total average clients' balances. There is also a no cross-sell guarantee.

**Alistair Scott, Senior Manager National Sales, Scottish Widows Bank comments:**

"This is an easy access savings account aimed at benefitting both clients and advisers. It offers the client a very attractive bonus with a good follow on rate that is guaranteed to be consistently competitive to base rate. It also offers advisers an attractive rate of commission and a steady income stream."

**See if we can help. For more information:**

- Speak to your local Business Development Manager
- Call our Savings Sales Team on **0845 757 3444**
- Visit [www.scottishwidows.co.uk/direct](http://www.scottishwidows.co.uk/direct)

\* Interest rate available until 1<sup>st</sup> September 2008 however Scottish Widows Bank reserves the right to withdraw the rate earlier if required.

**Ends**

## Notes to Editors

### Key features for clients:

- Competitive interest rate of **6.25%** gross for 6 months (5.63% AER)
- Standard rate 5.00% gross/AER (variable)
- Guarantee that our standard rate will never be lower than 0.25% below our Base Rate until 31/12/2012
- Minimum investment £1,000
- Quick and easy access to funds with telephone and internet banking

### Key features for intermediaries:

- Annual commission rate of 0.2%
- Commission paid quarterly at 0.05% based on total average clients' balances
- No cross-sell guarantee

For further information contact Connie Flint on 0131 655 7261

**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](http://www.scottishwidows.co.uk/mediacentre)

Link to our guides to finance: <http://www.scottishwidows.co.uk/financial-toolkit/index.html>

For further information on Scottish Widows association with London 2012 Games, visit [www.scottishwidows.co.uk/london2012](http://www.scottishwidows.co.uk/london2012)

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