

PRESS RELEASE

WOED WIDOW TO WED
New Face of Scottish Widows Gets Engaged

Hayley Hunt, international Storm model who is the new face of Scottish Widows, has become engaged to her long-term boyfriend, Judo international and Olympic prospect James Lutman.

The stunning 23 year-old appeared on our screens for the first time earlier this year in the new Scottish Widows TV ad, taking over the role from Amanda Lamb. Hayley has been inundated with marriage proposals and requests for dates, prompting her boyfriend of six years to finally pop the question!

Hayley says: "I'm thrilled that James asked me to marry him as we've been together since school - it's a dream come true to finally become Mrs. Lutman. 2006 has been an incredible year for me and the response I've had since the TV advert aired has been phenomenal.

"I think that for many men the image of a strong, mysterious and independent woman is very appealing, and I'm flattered that my role as the Scottish Widow has been so thoroughly embraced by the public after following household names like Amanda Lamb and Debbie Moore."

Since the £10million Scottish Widows advertising campaign launched in October 2006, Hayley's popularity has soared and due to public demand, Hayley has set up her own website www.hayley-hunt.com. It features recent news about Hayley, her biography, a stunning photo gallery and beauty hints and tips.

Mike Hoban, Customer & Brand Marketing Director at Scottish Widows, says:
"Congratulations to Hayley and James on their engagement. We are delighted for them both and wish them well for the future.

"We are thrilled by just how popular Hayley has become in such a short time. She's a beautiful woman, and epitomises the dignity, warmth and integrity of the Scottish Widow icon perfectly."

To find out more about Hayley, visit www.hayley-hunt.com, or www.scottishwidows.co.uk for more information about the brand.

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Notes to editors:-

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