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Scottish Widows Launches New Ad Campaign

Scottish Widows has launched a major new nationwide advertising campaign. The ads, which are the precursor to a TV campaign later in the year, appear in the broadsheet newspapers plus poster sites across the UK. There are also a series of interactive online adverts on consumer personal finance sites, the major internet service provider sites and lifestyle portals.

Mike Hoban, Customer & Brand Marketing Director commented : "The new ads contain a set of thought-provoking messages which will get consumers thinking about some of the real issues they face in their lives – for example the kids leaving the family home – and how planning their finances can help make life easier.

"The new ads are the first step on a journey which will see us communicate in new ways with our customers. We're looking to create a future which is less about complex, opaque products and more about simple, easy to understand information presented in a way which our customers want. This will make us more accessible to customers and break down some of the barriers which have existed between financial services providers and consumers in the past.

"Any consumers don't know where to start when it comes to preparing for their financial futures and there's a major opportunity for financial providers and financial advisers to support them become fully prepared."

The ads have a call to action at the end to seek financial advice or go online.

ENDS

Notes for editors

For further information, please contact –

Paula Sutherland
Media Relations Manager
Scottish Widows
Tel: 0131 655 7261

Andy Smith / Katie Hayward
Lansons Communications
Tel: 020 7490 8828

Scottish Widows news releases appear on our website at www.scottishwidows.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 plc. Registered in Scotland No.199549. Registered Office in the UK at 69 Morrison Street, Edinburgh EH3 8YF.
Tel: 0131 655 6000.

Scottish Widows plc is a member of the Scottish Widows and Lloyds TSB Marketing Group, members of which carry on the business and services associated with life assurance, pensions and investments. Scottish Widows plc acts as the processing and paying agent for Scottish Widows Annuities Ltd. Scottish Widows plc is authorised and regulated by the Financial Services Authority, (FSA Reg.No.191517).