

SCOTTISH WIDOWS UNVEILS NEW 3D ADVERTISING CAMPAIGN

- **Scottish Widows to broadcast 3D advertising at St. Pancras International station from 15th-28th September 2009**

Today at St. Pancras International station, Scottish Widows has unveiled a new three-dimensional advertisement, designed to reinforce its leadership credentials in the pensions industry. The advertisement uses Phillips "Wow" technology (similar to 3D films), and is to be shown in the central concourse opposite Eurostar departures.

The Scottish Widow herself, Hayley Hunt, appeared at St Pancras to kick start the campaign today, much to the surprise of commuters and travellers.

The 30 second advert will run at St. Pancras from 15th – 28th September to promote the news that Scottish Widows has once again been voted the best individual pensions adviser by independent financial advisers.* The advert is hosted by Balfour International Group and will reach over 1.6 million commuters and passengers.

Stuart Green, Senior Brand Manager at Scottish Widows commented: "It has never been more important for the nation to wake up to the need for retirement planning and this campaign has been designed to encourage people to start planning for their futures. We're delighted to be partnering with Balfour for this exciting campaign as they are well-known market leaders in providing cutting-edge audio-visual technology."

Charles Firebrace, xx at Balfour International Group commented: "It is great to be involved with Scottish Widows on such an innovative and interactive campaign, through using 3D technology the company is reinforcing its credentials as one of the UK's leading pension providers."

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Scottish Widows was founded in 1815 as Scotland's first mutual life office. Becoming part of the Lloyds TSB Group in 2000, which subsequently became Lloyds Banking Group in 2009, 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

As part of the Lloyds Banking Group, Scottish Widows is proud to be an Official Provider of the London 2012 Olympic and Paralympic Games. For further details of Scottish Widows sponsorship of the London 2012 Games, visit www.scottishwidows.co.uk/london2012

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