

Lloyds TSB Middle East begins hunt for annual sponsors of Small Business Awards 2009

- 2009 marks fourth annual awards
- The awards undertake a high profile, integrated marketing and media campaign
- Previous key sponsors include DHL, KPMG, Royal Sun Alliance and 7 Days

Dubai: 21st May 2009

Lloyds TSB Middle East, part of one of the world's largest banking groups, today announced the start of the search for the sponsors of the fourth Lloyds TSB Small Business Awards.

To attract sponsors, Lloyds TSB ME has announced that the Awards will once again embark on a high profile, integrated marketing and media campaign to build on the success of attracting over 300 small and medium enterprise's (SME's).

The awards, which will recognise excellence throughout 2009, will place important emphasis on the ability of UAE companies weathering the credit crisis, as well as raising awareness of the integral importance of SME's to the UAE economy.

Graham Mitchell, Head of Commercial Banking for Lloyds TSB Middle East, said:

*"More than ever before small/medium businesses deserve recognition of the valuable contribution they make to the UAE.
Last year over 150 companies applied to the Small Business Awards in order to receive this recognition of excellence and we expect just as many high quality applicants for 2009"*

The Lloyds TSB Small Business Awards will include a series of categories, each sponsored by a successful sponsor company with a substantial influence in the UAE's business community.

Bert de Ruiters Managing Director of Lloyds TSB Group Middle East, adds:

"Due to the incredible support of our sponsors, judges, participants and the media, the SBA awards are now a key event in the business calendar. SME's around the UAE are making strides every day to combat the challenges of the current economic downturn and it is key for bigger organisations to show the way"

For further details on sponsorship please contact Marketing Manager, Edward Chambers, on +971 50 4513756

-Ends-



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Notes to Editors:

Lloyds TSB Middle East is a branch of Lloyds TSB Group, one of the world's largest and most respected banking groups. Lloyds TSB employs over 70,000 people in more than 20 countries worldwide. Lloyds TSB has been a leading bank in Dubai for over 30 years and was awarded its banking licence by the UAE Central Bank in 1977. For more information, please visit www.lloydstsb.ae

