

Lloyds TSB Middle East: Press Release

Lloyds TSB Middle East announces launch of Chip and PIN

Dubai: 23rd December 2008

Lloyds TSB Middle East, part of one of the World's biggest banking groups, today announced that the bank will launch its Chip and PIN offering in January 2009. Following the increase in card-related fraud activity across the UAE, Lloyds TSB Middle East has accelerated the launch of its Chip and PIN credit and debit cards to ensure their customers' banking experience is even more secure.

Lloyds TSB Middle East has also invested in an intelligent fraud monitoring system which is designed to monitor transactional activity in customer accounts. The system is able to report any deviation from usual spending pattern which will alert the Bank to contact the customer to verify whether or not a transaction is authentic.

"At Lloyds TSB Middle East, we are committed to delivering excellent customer service and protecting our customers", said Richard Musty, Consumer Banking Director.

This is why we have brought forward the launch of our Chip and PIN credit and debit cards. These cards will offer our customers a more secure way to pay and improved protection against card-related fraud. Furthermore, our sophisticated fraud monitoring system will give us an early warning signal to potential fraudulent activity so we will be able to proactively tackle it. We are dedicated to making Lloyds TSB Middle East a safer and more secure place to bank."

Cards will be issued to existing customers on a renewal basis; Lloyds TSB Middle East will contact customers when their card is ready for issue to arrange a convenient time to deliver.

Our website <http://www.lloydstsb.ae/personal/chipandpin.htm> has more information.

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Notes to Editors:

Lloyds TSB Dubai 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.lloydtsb.ae

