

## LLOYDS TSB MIDDLE EAST APPOINTS NEW CUSTOMER SERVICE CENTRE MANAGER

**Dubai: 3<sup>rd</sup> March 2008**

Lloyds TSB Middle East, part of one of the world's largest banking groups, announced that it has appointed Rochelle Cushen as Customer Service Centre Manager for its Middle East customer service centers. This newly created position indicates possible expansion of the customer service centres in the Middle East.

Prior to relocating to Dubai, Rochelle was the Manager of Expatriate Banking at Lloyds TSB Offshore Banking in Cyprus. Rochelle joined Lloyds TSB Group in 1986 and she was a Senior Manager at one of the Group's largest UK branches. She brings valuable international experience of opening and establishing new customer service centers to the Middle East.

Commenting on her new role, Rochelle Cushen said,

*"I am thrilled to relocate to Dubai and look forward to working with the customer service centre team to continuously offer our customers the superior level of customer service they are accustomed to.*

*We are always looking at opportunities to further increase our presence in the region for the benefit of our customers."*

The main branch of Lloyds TSB Middle East is in Jumeirah, housed in a custom built landmark building, located on Al Wasl Road opposite Safa Park. The bank also has Customer Service Centres located at the Arabian Ranches, Healthcare City, Green Community and Uptown Mirdif. Lloyds TSB Middle East employs over 300 people providing a full range of financial services including: Personal Banking, Business Banking, Corporate Banking, Offshore Banking, Private Banking, Treasury Services and Trade Finance Services. In addition to market leading car and home loans, credit cards, personal and business loans, current and savings accounts, and fixed term deposits, Lloyds TSB Middle East also offers easy accessibility to telephone banking and secure internet banking 24 hours a day, 7 days a week.

-Ends-



For further information, please contact:

**Philippa Daniels**

FD

Telephone: 043328832

Mobile: 050 695 4160

Email: [philippa.daniels@fd.com](mailto:philippa.daniels@fd.com)

**Manash Bhuyan**

FD

Telephone: 04 332 8832

Mobile: 050 841 9631

Email: [manash.bhuyan@fd.com](mailto:manash.bhuyan@fd.com)

**Kirsty MacPherson**

**Lloyds TSB Bank**

Telephone: 04 302 3358

Mobile: 050 456 9442

Email: [Kirsty.Macpherson@lloydstsb.ae](mailto:Kirsty.Macpherson@lloydstsb.ae)

**Alexandra Gandini**

**Lloyds TSB Bank**

Telephone: 04 302 3357

Mobile: 050 640 4502

Email: [alexandra.gandini@lloydstsb.ae](mailto:alexandra.gandini@lloydstsb.ae)

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 63,000 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](http://www.lloydstsb.ae)

