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FOR IMMEDIATE RELEASE

Halifax £100 switching offer returns

- New customers switching to one of Halifax's innovative current accounts will receive £100 when they open their account
- New customers won't pay any fees on planned overdrafts for six months
- Personalised debit cards available on Reward and Ultimate Reward Current Accounts

Halifax has today announced the return of its market-leading switching initiative for people who move their current account to the bank.

New customers to Halifax will receive £100 on the same day they open the account and commence the switching processⁱ, and won't pay any fees on planned overdrafts for six months, even if they have an existing overdraft with their existing bank.

Anthony Warrington, director of Halifax current accounts, says: "When we launched this initiative at the beginning of the year we saw huge demand from customers moving their current accounts to Halifax. As a result we have decided to bring this popular campaign back for a limited period.

"By switching to a Halifax current account customers will earn £100 and can also save overdraft fees and charges as they won't have to pay any overdraft fees for six months.

"Some people think it is tricky to move their current account but we make the switch to Halifax really straightforward and our switching service provides real peace of mind."

Wide-ranging benefits

Customers switching to a new Halifax current account can choose from a wide range of innovative products, including the Reward Current Account and Ultimate Reward Current Account.

New Halifax Current Account customers can now benefit from the following features:

- Six months fee free planned overdraft
- £100 credited to the new account on the day that they start the switching process
- Customers choosing a Reward or Ultimate Reward Current Account can request a personalised debit card at no cost
- All account details provided at opening, with the ability to start banking online immediately
- A dedicated switching team to provide support throughout the process
- A service to transfer all direct debits and standing orders
- A service to transfer credits, including salary or pension credits

For further information please contact:

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To use the switching service, customers need to move all of their regular debits (at least two Direct Debits) as well as their regular credits, but they do not need to hold any other products with the bank in order to benefit. Halifax also guarantees it will help customers to move to another bank if they are not satisfied with the service that they receive.

The Halifax Switching Service has been awarded a 5 Star rating by independent financial research company, Defaqto

Ends

Notes to editors:

The latest switching offer will run from 1 May 2013 until 7 July 2013.

After the six month fee free period rather than separate overdraft fees and usage charges, Halifax customers using their overdraft will just pay a single, straightforward daily overdraft fee.

Planned overdraft		Unplanned overdraft	
Amount of overdraft	Daily fee	Amount of overdraft	Daily fee
Up to and including £1,999.99	£1	All balances	£5
£2,000 to £2,999.99	£2		
£3,000 and above	£3		

ⁱ £100 available on the same day that they open the account and commence the switching process for new customers who visit a branch to switch to the bank. Digital and telephony customers will benefit from £100 once the switching process has started.

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