



FOR IMMEDIATE RELEASE ON 15<sup>th</sup> November 2007

## Halifax's new ATM in Elsecar goes live

Following HBOS' previous announcement of its commitment to provide 100 new fee-free ATMs in low income areas across Scotland and Northern England, a new Halifax ATM is now live and operational in Elsecar.

Located at Premier Store at 34 Cobcar Lane, Elsecar, S74 8AR, the new fee-free lobby ATM is located in an area where previously there were only surcharging machines.

### **The Leader in Social Banking**

HBOS provides more than half of all social banking accounts in the UK. It currently has around 3.6 million social bank accounts.

### **Clarity**

Each ATM will be clearly labeled to show that HBOS will not levy any charge for using the machine. HBOS was the first ATM provider to colour code its ATMs to inform customers that the ATMs provided free cash withdrawals.

Mahmud Nawaz who is leading the project for HBOS said,

"These new ATMs will help people in the area of Elsecar and be available to use free of charge."

Ends.

### **Editors' Notes**

The low income areas are as defined by the Office of the Deputy Prime Minister.