



FOR IMMEDIATE RELEASE ON 21ST JANUARY 2008

Halifax's new branch in Bridgend set for premiere opening

Halifax is opening a new branch in Bridgend on Monday 21st January and will be holding a "Premiere" opening event at the new branch on Thursday 24th January from 9am.

Situated in its new premises at 5/5A Caroline Street, Bridgend, CF31 1DN, the new Halifax branch has 18 full-time staff, 4 cashier points, 11 interview rooms, 4 ATMs, an instant deposit machine and an express pay in facility.

As part of the "Premiere" opening event on Thursday 24th January, Thomas Yau, the star of the latest Halifax High Interest Current Account TV ad, will also be at the branch all day to meet and greet new and existing customers.

A prize draw is also being held which offers a fantastic first prize of a 40" LCD television with home cinema system. Other prizes include, three digital camcorders, five portable DVD recorders and a day of luxury at a local spa. Visitors can enter the prize draw by filling out a prize draw coupon and handing it to a member of branch staff. Entry closes at 4.15pm and the draw will take place at 4.30pm.

On the way in to the branch, customers will pass down a red carpet and "Marilyn Monroe" will be paying a visit between 3pm and 5pm. Customers and visitors will be served non-alcoholic cocktails and can help themselves to popcorn and Halifax goody bags.

Halifax will be opening 100 new branches across the south of England over the next five years.

Clare Hallam, branch manager at Halifax's new Bridgend branch comments:

"There will be lots going on during the official opening event, with some fantastic prize giveaways, such as a 40" LCD television with home cinema system. We are delighted that the Halifax stars will be at the branch on the day to welcome all of our new and existing customers and colleagues."

Ends.

Editor's Notes:

1. About HBOS

HBOS was created by the merger of Halifax and Bank of Scotland on 10th September 2001. The Group has over 22 million customers and a relationship with 2 out of every 5 households in the UK.

2. The branch network

HBOS currently has around 1,320 branches throughout the UK. Of these, Halifax has just over 1,000 branches and estate agencies across the country. Around 13,500 front-line colleagues currently work in Halifax and Bank of Scotland branches. Over 3.5 million customers use the branch network each week, making over 9 million transactions.