



64/10

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APPOINTMENT OF NEW GROUP COMMUNICATIONS DIRECTOR

Lloyds Banking Group is pleased to announce that Brigitte Trafford will join as Group Communications Director. She will take responsibility for all of the Group's external media relations, as well as internal communications. She will report to the Group's Chief Executive, Eric Daniels.

Brigitte Trafford has a long track record in managing communications for large public corporations. Currently the Managing Partner of Burghley Communications, she was formerly Group Communications Director and a member of the executive board of ITV plc, responsible for external and internal communications.

Before ITV, she spent seven years at Dow Jones, publishers of The Wall Street Journal, first in London and then in New York as global Head of Communications. Prior to that she was Head of Communications at Cable & Wireless Europe.

Eric Daniels, Chief Executive, Lloyds Banking Group, said: "We are delighted to have appointed someone of Brigitte's calibre to help us define and implement our key communications programmes over the next several years."

Brigitte Trafford said: "This is an enormously exciting opportunity and I am looking forward to playing my part in building Lloyds Banking Group's reputation as the pre-eminent bank in the UK."

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For further information

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Lloyds Banking Group

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