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SCOTTISH FRIENDLY NETS PORTSMOUTH DISTRIBUTION DEAL

FA Cup Winners Portsmouth FC will be the first club in England to net a deal with Scottish Friendly and Soccer Savings, where they will distribute new tax-free savings plans to football fans - the Supporter Bond and the Supporter Bond (Under 16s).

Commenting on the deal, Neil Lovatt, sales and marketing director at Scottish Friendly, said: "As a friendly society we are always looking for new ways to introduce members of the public to the benefits of a regular savings habit. We were really impressed with the success of the Soccer Savings team in encouraging fans, to save and were keen to work with them on a new set of tax-free regular savings products."

Mark Moran, sales and marketing director at Soccer Savings, added: "Pompey fans are among the most loyal and passionate fans in the country and we are confident they will support this new initiative with that same enthusiasm."

The promotion will include a mailing to 15,000 Portsmouth FC season ticket holders and Scottish Friendly is hoping the partnership will generate over £100,000 in new business over 12 months

The deal has involved Scottish Friendly and Soccer Savings producing bespoke literature for Portsmouth supporters including on-line material, mailing packs and a presence at the Portsmouth stadium.

Scottish Friendly's Supporter Bond and Under 16s Supporters Bond will be available for investors who are looking to invest £15-£25 a month, with a welcome gift of a 2008/2009 season Portsmouth shirt for the maximum spend.

Full details can be found at www.scottishfriendly.co.uk/pompey or www.soccersavings.co.uk by clicking on the club logo.