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## **SCOTTISH FRIENDLY NETS CELTIC DISTRIBUTION DEAL**

Scottish Friendly and Soccer Savings have joined up with Celtic Football Club to launch a new tax-free savings plan to Celtic fans, kicking off this week.

The deal is the first of its kind for Scotland's largest mutual life office and the new products are expected to create valuable new business for the Glasgow-based friendly society.

The deal has involved the launch of two entirely new products – the Celtic Supporter Bond and the Celtic Supporter Bond (Under 16s). In addition, Scottish Friendly and Soccer Savings have produced bespoke literature for Celtic supporters including on-line material, mailing packs and a presence at the Celtic stadium.

Commenting on the deal, Neil Lovatt, sales & 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 for Celtic fans."

Alan Wardrop, managing director of Soccer Savings, added: "As the largest independent provider of savings accounts to football fans in the UK, we were looking for a partner that could deliver a new range of savings products backed by high quality service and have found that and more with Scottish Friendly. Celtic fans have been incredibly supportive with millions of pounds on deposit so far and we know they will be equally enthusiastic about this new regular savings product".

Neil Lennon, Soccer Savings ambassador, said: "As sponsors of our youth teams from under 11 to under 17, Soccer Savings' investment in Celtic provides great support for the future of this club. Encouraging fans to save for their own future, and that of the club, can only be welcomed."

Scottish Friendly's Celtic Supporter Bond will be available for investors aged between 16 and 64 who are looking to invest £15-£25 a month. Alternatively, younger investors will be able to take out a Celtic Supporter Bond (under 16) with a monthly investment of as little as £10. As an added bonus, new policy-holders who invest £25 a month will receive a brand new Celtic shirt while those investing between £10 and £20 will also receive a Celtic gift.

Full details can be found at [www.scottishfriendly.co.uk/celtic](http://www.scottishfriendly.co.uk/celtic) or [www.celticsaver.co.uk/supporterbond](http://www.celticsaver.co.uk/supporterbond) by clicking on the club logo.

**ENDS**

**Issued by:**

Jennifer Butler / Lucy Penman  
3x1 Public Relations  
0141 221 0707  
jbutler@3x1.com / lpenman@3x1.com

**Notes to editors:**

- Returns from friendly society savings plans are tax-free. Members invest up to £25 a month (or £270 a year) for at least ten years. Under current legislation, investments grow free of capital gains and income tax throughout the term and proceeds can be paid tax-free at any point after ten years. More information is available from the Association of Friendly Societies' website – [www.afs.org.uk](http://www.afs.org.uk). This unique level of tax efficiency and access is impossible to find outside of an ISA allowance.
- Past performance is not a guide to future performance. With profits bonuses cannot be guaranteed in advance and if the plan is cashed in before the end of the term, the child or investor may not get back as much as that paid in.
- Scottish Friendly has secured several partnership deals over the last two years with organisations such as Forces Financial, Royal London, Scottish Building Society, Chorley Building Society, Airdrie Savings Bank, the Association of British Credit Unions and Reader's Digest.