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Scottish Friendly nets Birmingham City FC deal

Scottish Friendly and Soccer Savings have secured another deal to distribute new tax-free savings plans to Birmingham City FC fans. The deal follows the success of similar arrangements with Celtic FC, Rangers FC and FA Cup winners Portsmouth FC in 2008.

The relationship with Soccer Savings is expected to create an extra £500,000 of new business for the Glasgow-based friendly society.

Birmingham City FC fans will have the opportunity to benefit from two new tax-free savings products – the Supporter Bond and the Supporter Bond (Under 16s). This development is part of Scottish Friendly and Soccer Savings plans to roll the arrangement out to clubs nationwide.

Commenting on the deal, Neil Lovatt, sales and marketing director at Scottish Friendly, said: “Our partnership with Soccer Savings perfectly complements Scottish Friendly’s aim to introduce members of the public to the benefits of a regular savings habit. This is of increasing importance in the current economic climate and sealing the deal with Birmingham City FC is testament to the success of our partnerships in 2008.”

Mark Moran, sales and marketing director at Soccer Savings, added: “The addition of Birmingham City FC is an important development for the Soccer Savings and Scottish Friendly partnership as it now allows us to reach a wider audience of potential savers as part of our ongoing roll out of the programme to other clubs.”

Scottish Friendly’s 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 Supporter Bond Under 16.

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

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Issued by:

Lucy Penman / Jennifer Butler
3x1 Public Relations
07837399215
lpnman@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. 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.