

MediaRelease

from Kent Reliance Building Society



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Kent Reliance Secures Third Party Deal with Cordoba Gold Mastercard – UK's first true Sharia prepaid card

Kent Reliance, the UK's fastest growing building society* and only building society to have an offshore operation in India, announces that its Bangalore-based subsidiary Easiprocess, has secured yet another third party client contract.

With effect from 11 August 2008, Easiprocess will provide a call centre service to Cordoba Gold™ who are launching a prepaid cashplus MasterCard® - the first true Sharia prepaid card in the UK. The service will initially be offered in Hindi, Punjabi, Urdu and English.

Mike Lazenby Chief Executive comments: "Kent Reliance is delighted to have a partnership with Cordoba. The Easiprocess business model succeeds due to its innovation, flexibility and scalability and therefore appeals to those organizations who partner with us as they recognize the diversity and efficiency that this brings. Easiprocess offers a high level of customer service to its clients, irrespective of whether it is dealing with their back office administration or a customer enquiry team, and Cordoba clients will see the benefits".

Ahmed Suleiman MBE, Chief Executive Officer of Cordoba Financial Group, said, "In launching the first Sharia Prepaid Mastercard in the UK requires complete transparency for the customer, that is all the customer must be provided complete information about the product - be it pros or cons, Cordoba wanted a partner to understand these ethical core values. We have found Easiprocess to be the ideal business partner and a company that we can trust which will help our business grow by truly understanding our needs and the needs of our customers".

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Notes to Editors:

***Kent Reliance** is the UK's fastest growing building society over the last 10 years (Source: KPMG annual survey). The Society has the lowest management expense ratio – an indication of efficiency and also enjoys one of the lowest arrears ratio in the building society industry.

Total assets as at March 2008 were £2.2bn ranking the society at 18th by asset size.

Cordoba Financial Group was established in 2006 to meet the demand from businesses and private investors for a home lending company following a pure non-interest based lending model. Their products include a Shared Ownership Mortgage, a Commercial Mortgage and the Cordoba Gold Card.

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