

MediaRelease

from Kent Reliance Building Society



Release date Immediate

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Kent Reliance Launches Duo of High Interest Family Friendly Investment Accounts

Kent Reliance, the UK's fastest growing building society, announces the launch of a duo of market leading family-friendly investment accounts to new and existing members over the age of 65. The postal products sit ideally alongside the *Inter-Generational Mortgage* option, enabling investors to pass on the balance of their account to their beneficiary and for that beneficiary to retain the rate of interest at the time.

Direct 65+ ISA is available with effect from 1 August 2008, with a competitive rate of 6.31% p.a. and a minimum balance of £30,000. For those who wish to invest into a current account, the *Direct 65+ Easy Access Account* is also available, based on an attractive rate of 6.45% p.a. and a minimum balance requirement of just £1. This account also has a monthly interest option at the rate of 6.27% p.a. gross (AER 6.45%).

Mike Lazenby, Chief Executive of Kent Reliance, commented:

"Older people tend to rely more on their savings and with today's rising food and fuel prices, it is more important than ever that this money earns as much interest as possible. The *KRBS Direct 65+* accounts are designed to meet this need, providing members with the flexible option of either transferring large sums from their existing ISA provider or of opening a new easy access postal account. Our members are offered a market leading rate of interest, no restrictions or gimmicks and a monthly interest option from an award* winning ISA Provider".

- ENDS-

For an application form call 08451 22 00 22 or download from the website www.krbs.com

Note to editors:

*What Investment readers have awarded Kent Reliance with the Best Mini Cash ISA Award for two consecutive years.

Kent Reliance has assets of around £2.1bn and based on published data as at 30 Sept 07 is the 18th largest building Society in the UK.

Kent Reliance is the only building society with a trading subsidiary in Jersey (Jersey Home Loans Ltd), the only Society with a structured.

Programme of transferring branches to agents and the only society to have an ISO27001 accreditation off shore subsidiary based in Bangalore to undertake back office processing.

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Product Details/Terms

- Minimum age is 65 (if the account is in joint names, one applicant must be aged 65 or over).
- Additional deposits can be made by cheque, BACS and CHAPS.
- Withdrawals can only be made by BACS to a bank/building society account.
- Customers will receive an annual statement in April showing the interest earned for the tax year. Direct 65+ Easy Access account holders will also receive quarterly statements in January, April, July and October (if there have been transactions on the account).
- Direct 65+ ISA account holders will subscribe to the ISA regulations.
- Customers will receive a paying in slip and withdrawal slip with their welcome letter. Further supplies can be downloaded from the website.