

# MediaRelease

from Kent Reliance Building Society



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## Release date Immediate

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## KENT RELIANCE SCOOPS UP BEST CASH ISA PROVIDER IN WHAT INVESTMENT AWARDS

Kent Reliance, the UK's fastest growing building society, has won the Award of Best Cash ISA Provider in the *What Investment Readers' Awards 2008*. Last year Kent Reliance was joint winner along with Nationwide Building Society.

Chief Executive Mike Lazenby comments:

"We have appeared regularly in the best performing ISA tables for the past four years and MoneyFacts has recognised us as the most consistent ISA provider in its last 18 month survey.

"This is about being fair, open and transparent. Everyone in the ISA market talks about transparency, but very few actually deliver. It means you don't have to keep looking over your shoulder to make sure that your ISA provider isn't dropping its rates. We don't do that.

"Equally, if someone wants to change their ISA provider it can take months. If you want to move from us, we guarantee to transfer within 7 days. Though, we normally make such transfers on the day a request is received.

"Not surprisingly, a large number of the people who have moved away from us to get a better short term rate come back, because they recognise that we are very consistent at what we do. "

The current rate of the Direct ISA at Kent Reliance is 5.76%.

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## Notes to Editors

Kent Reliance has assets of around £2.1bn and based on published data as at 30 Sept 07 was the 19<sup>th</sup> largest building society in the UK and recently reported as the most efficient building society by KPMG.

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