



Wednesday 28th August, 2002

GOLDFISH LEAPS INTO PERSONAL LOAN MARKET WITH FLEXIBLE OFFER

Goldfish today announces the launch of its Personal Loan Product. Rates range from 7.9 per cent to 13.9 per cent with no early repayment penalties.

Goldfish Personal Loan customers will also receive 1,250 loyalty points on the first anniversary of their loan and can look forward to further rewards on other anniversaries too, up to a maximum of three years.

Goldfish Personal Loan Rates

Amount	APR
£15,000 to £20,000	7.9%
£10,000 to £14,999	8.9%
£5,000 to £9,999	9.9%
£2,000 to £4,999	13.9%

Key Features:

- Flexible Approach
- Overpayments allowed
- Interest calculated daily
- Repayment date changed on request
- Loyalty Programme
- No penalty for early repayment
- Customer selects repayment date
- Minimum term 12 months; Maximum 60 months

Charlie Herbert, Marketing Director at Goldfish says:

"Since gaining its banking licence, Goldfish has started to make its mark in financial services. We already have a competitive savings account and now

we have introduced what we believe is a great flexible personal loan with an attractive combination of features. Our customer research indicated that loyalty figured highly in their decision to do business with us so we have introduced a loyalty reward to the package.

“The personal loan can be used to reschedule debt, for weddings, holidays – in fact anything that is considered legal! And customers receive their funds direct to their bank accounts.”

For more information, existing Goldfish customers and non-customers can call 0800 88 55 55 or visit the website on www.goldfish.com.

For further information:

Luc Warner, Goldfish 01753 492254

Luc.warner@fd.com

Guy Bellamy, Financial Dynamics 020 7269 7177

Guy.bellamy@fd.com

Caroline Long, Financial Dynamics 020 7269 7239

Caroline.long@fd.com

Notes to Editors

Goldfish Personal Loans are provided by Goldfish Bank Limited. Written quotations are available on request. Customers must be at least 18 and a UK resident (excluding the Channel Islands and the Isle of Man) to apply for Goldfish Personal Loans. The APR will vary depending on the amount of the loan.

Goldfish is a trading name of Goldfish Bank Limited (Registered in England and Wales No 3226377). Registered Office: Millstream, Maidenhead Road, Windsor, Berkshire SL4 5GD. Regulated by the Financial Services Authority and a signatory to the Banking Code.

For copies of future Goldfish press releases, or to be added to the Goldfish e-mail list for news releases, please e-mail caroline.long@fd.com