

**Press Release Contact Information:**

Andy Hammerton  
The Co-operative Financial Servi  
The Co-operative Bank launches n  
PO Box 200, Delf House South way, Skelmersdale  
England, United Kingdom  
United Kingdom, WN8 6GH  
Voice: 01619033835  
E-Mail: [Email us Here](#)  
Website: [Visit Our Website](#)

**The Co-operative Bank launches new tailored current accounts**

*The Co-operative Bank has launched the UK's first ever packaged current accounts that offer customers an opportunity to choose benefits to suit their personal needs.*

SKELMERSDALE, UK, October 11, 2008 **/24-7PressRelease/** -- The new Privilege and Privilege Premier current accounts provide a wide range of standard benefits that can save customers over 700 annually. In addition, they allow customers to add one of the following three optional bundles to their benefits package:

- Option 1: Gadget Insurance cover for MP3, cameras, laptops, camcorders, SatNav and portable DVD players and games consoles etc. worth up to 179.98.
- Option 2: Safeguard Cover against ID theft and resolution package, including key recovery service and handbag & contents insurance.
- Option 3: Traveller Four free airport lounge passes per year, Airport Angel annual membership and a passport and luggage recovery service worth up to 129.50.

Dick Park house, Managing Director, Retail, at The Co-operative Bank said: "Until now, packaged accounts have been one-size-fits-all for customers. However, our new offering moves current accounts onto a new level by allowing consumers to tailor benefits to their lifestyle.

"Customers can also make significant financial savings from the comprehensive range of benefits that come with both the Privilege and Privilege Premier current accounts."

Standard benefits on Privilege and Privilege Premier current accounts include comprehensive worldwide family travel insurance, mobile phone insurance and enhanced banking features. Motor breakdown cover with European assistance is also available on the Privilege Premier current account.

Linked savings accounts are automatically opened for customers that guarantee to track the Bank of England Base Rate. The Privilege Premier Savings account will stay 0.1 per cent below base rate, while the Privilege Savings account will pay credit interest of 0.3 per cent below base rate. Other banking features include interest and fee free overdrafts of 300 for Privilege Premier current account holders and 200 for Privilege account customers.

There is also 20 per cent discount on Home Insurance from The Co-operative Insurance, a free Legal Advice Helpline and a Smart save discount card that entitles customers to discounts on items such as holidays, leisure attractions and car hire.

The Privilege current account costs 8.50 per month, while Privilege Premier current account is available for 12 per month.

Commenting on the launch Andrew Hagger, leading online financial comparison site Money.net.co.uk, said: "These new packaged accounts from The Co-operative Bank offer good value for money providing the associated benefits are utilised.

"Having the flexibility to choose an additional bolt-on benefits package relevant to their lifestyle will ensure customers can make the most of this innovative pick 'n' mix approach."

Dick Parkhouse added: "Being a customer of The Co-operative Bank also means getting service of the highest quality. We are consistently ranked best on the high street for customer service in independent surveys such as which? Magazine and BBC Watchdog."

The Co-operative Bank remains the only high street bank with a clear Ethical Policy that gives customers a say in how their money is used. It remains committed to its UK based call centres and offers 24 hour banking via online and telephone

banking.

Anyone interested in opening a Privilege or Privilege Premier current account or getting a credit card should visit a Co-operative Bank branch, call 0800 247 365 or go online to: [www.co-operativebank.co.uk/privilege](http://www.co-operativebank.co.uk/privilege), [www.co-operativebank.co.uk/premier](http://www.co-operativebank.co.uk/premier), [www.smile.co.uk/smilemore](http://www.smile.co.uk/smilemore).

#### Address & Contact Person

Company Name: The Co-operative Financial Services Press Office  
Andy Hammerton  
PO Box 200  
Delf House  
South way  
Skelmersdale  
West Lancashire, England U.K. WN8 6GH  
Tel: 0161 903 3835  
E-mail: [andy.hammerton@cfs.coop](mailto:andy.hammerton@cfs.coop)

#### About The Co-operative Financial

The Co-operative Insurance provides car insurance, home insurance, life insurance and building insurance.