

News Release:

18 February 2010

FORESTERS FRIENDLY SOCIETY EXPANDS INDEPENDENT ADVISER RELATIONSHIP TEAM

New Hire underlines Society's commitment to intermediary market

18 February 2010: [Foresters Friendly Society](#) today confirms the addition of Jackie Taylor as sales executive to its team responsible for further developing the Society's relationships with the intermediary market.

Jackie Taylor will report to Patrick Smith, sales manager, and work alongside sales executive Catherine Fordham. Based in Leicestershire, Jackie will cover the West Midlands and North West regions to raise the awareness and understanding of the Society's breadth of savings and investments products among IFAs.

The appointment follows the launch of the drive to engage the intermediary market in July 2009 when Patrick Smith and Catherine Fordham were recruited to introduce the Society to IFAs.

Jackie joins from Nottingham Friendly Society where she spent eight years, most latterly as the sales team manager. Jackie's time in the role saw her develop programmes to support the Society's sales team to build and strengthen relations across the intermediary market and networks. Jackie holds level 4 of the Certified Financial Planning qualification and will complete her certification by undertaking level 5 and 6 during 2010.

Neil Armitage, Marketing Director, Foresters Friendly Society, said: "This appointment signals our commitment to working closely with the intermediary market, where we are already seeing a positive response to our product offering. Jackie is a proven asset and we expect our relationships with IFAs across the country to grow further.

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Building awareness and uptake of our financial services products in the intermediary market is an essential part of our plan for the Society's continued organic growth."

Neil Armitage continued: "Consumer trust in everyday financial institutions drained away amidst the recent financial crisis and advisers now need to be able to offer products from providers who inspire trust.

"We are ideally placed to help IFAs satisfy this demand by offering transparent, straightforward products at a fair price. The additional support our policyholders enjoy from our participative social network and access to additional discretionary benefits, both financial and non-financial, gives our products a unique proposition for advisers to offer their clients," He said.

Independent research conducted recently by YouGov, on behalf of the Foresters Friendly Society, revealed that just 20 per cent of UK adults believed banks remained the safest places to invest money.

The Society, which offers a range of investment, insurance and protection products, is currently planning to launch further products designed specifically for the adviser market during 2010.

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Notes to Editors

About Foresters Friendly Society

Foresters Friendly Society was founded in 1834 and offers a range of financial saving, investment, insurance and protection products, as well as educational grants and healthcare support for its members. All financial products come with the accompanying benefits of membership of the Society at no additional cost. There is no obligation to purchase a financial product in order to become a member. The Society currently includes over 70,000 members across 250 UK branches.

Foresters Friendly Society is the trading name of The Ancient Order of Foresters Friendly Society Limited, Foresters House, 29/33 Shirley Road, Southampton, SO15 3EW. Authorised and regulated by the Financial Services Authority. Incorporated Friendly Society No. 511F. FSA Registration No. 110029. Membership benefits are not regulated by the FSA.

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