



Virgin Crowned 'King of Customer Service'

12 October 2006 – Virgin Money has once again been honored for its outstanding customer service at last Friday's International Customer Service Professional (ICSP) gala awards night.

This year Virgin Money was crowned the overall "Outstanding Service Award" as well as the "Medium Business Award" in customer service for 2006.

Commenting on the awards, Virgin Money Head of Customer Management, Sandra Kennedy said, "It's fantastic to see that Virgin Money is shaping the customer service experience in Australia. Our credit card, mortgage and superannuation products are some of the best in the market and the excellent customer service that people get with these is what makes the Virgin experience such a great one".

Last year Virgin Money took home from ICSP the "Best Customer Service" award in the small business category and "Customer Service Champion".

Ms Kennedy said, "These awards show that our hard work and dedication towards a seamless customer experience is paying off and our customers are enjoying the benefits".

- ENDS -

Further information or interviews:

Deahne Falk, Virgin Money
(02) 8249 8044 / 0421 047 031
deahne.falk@virginmoney.com.au

or Danielle Keighery, Virgin Group
(02) 8249 8063 / 0400 223 136
danielle.keighery@virgin.com.au

About Virgin Money:

Virgin Money is the financial services arm of Sir Richard Branson's Virgin Group. We launched in Australia in May 2003 to do one thing – shake up the financial services industry. Today, we are well on our way to achieving that goal with award-winning products spanning credit cards, home loans and superannuation. Virgin Money products are simple, great value and transparent, and they're backed up by our world-famous Virgin customer service. There's no funny stuff, just money stuff. <http://virginmoney.com.au>