

MEDIA RELEASE

Virgin Money finds 87% of Australians want more love

3 September 2007 - A recent survey* by Virgin Money Home Loans found that over 87% of Australians believed the big banks weren't doing enough to look after homeowners. Virgin Money CEO, David Wakeley said now, more than ever, people needed to feel reassured their home loan partner was in it with them for the long haul - through the good times and the bad.

"Almost 50% of Australians say the big banks only love you up until you sign on the dotted line, and then, you become just another number - that's simply not good enough," he said. "Virgin Money's new Everlasting Love Home Loan will help Australians through the life of their property investment - by giving them a break when they have a baby, helping them better assess when it's time to move house or renovate, and even just celebrating the milestones together."

"We are challenging the major lenders by filling the gap in the market and offering a highly competitive low rate, low fee, fully featured home loan which now comes with lashings of Everlasting Love to give customers the stability they are looking for right now," David Wakeley said.

While this is a far cry from the normal bank/customer relationship, Virgin Money research shows that what people want is everlasting love from their lender. So Virgin Money is giving customers the Everlasting Love Home Loan with loyalty rate discounts to celebrate key anniversaries, flexibility to cope with life changes and an annual check up to make sure their most valuable and beloved investment is working out for them the way it should be.

Everlasting Love-Style Loyalty Discount

95% of Australians believe that true love is being rewarded by their partners in a thoughtful and unexpected way. So Virgin Money Home Loans will surprise customers with the last thing they thought they'd ever hear from a lender. If you stick with Virgin Money Home Loans, we'll stick with you, giving borrowers an interest rate trim to celebrate our anniversaries. Customers will receive a 0.10% p.a. discount on our variable rate on our third anniversary together, and another 0.10% p.a. discount on our fifth. This equates to a saving of more than \$7,000 over the life of a \$250,000 loan - because nothing says I love you like the big bucks.

Everlasting Love-Style Annual Check-up

Nearly 43% of Australians take the time to check their relationship once a year to make sure it's all smooth sailing, yet a measly 21% of people bother to check their home loan interest rate! So, every anniversary, Virgin Money Home Loans will celebrate by giving each customer's home loan the once-over.

Virgin Money's Annual Check-Up shows customers how their home loan interest rate compares to the big banks and exactly how much they are saving with Virgin Money. The Check-Up helps customers get the most out of their home loan by detailing the clever features that may help them save even more of the big bucks. And for the sticky beaks that want to know what the Jones' next door are up to, Virgin Money will throw in a suburb and property report so customers can see how their investment is working for them.

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Everlasting Love-Style Repayment Holidays

54% of people said that when life gets tough, or when unexpected things happen, everyone needs a little 'me' time to get back on track.

More than one in three people surveyed said that the big banks were simply not accommodating enough when it comes to people's lifestyles and when circumstances change. Virgin Money Home Loans has taken this on board and introduced repayment holidays with a difference.

Virgin Money's Repayment Holiday gives customers a 12 month holiday quota over the life of the loan, and they can take three months off in any 12-month timeframe. This way when life throws one of those curve balls - like a surprise bundle of joy, an unexpected career change or an unreliable tenant, Virgin Money customers can hit pause on their home loan to get life back on track.

Secret to Everlasting Love

Virgin Money believes that the longer you're in a relationship the better it should get. 80% of people agree and say the secret to everlasting love is good communication and working on a relationship as it evolves to make it better.

In Virgin Money Home Loans' latest ad campaign the central couple, showing their love and affection while trimming hedges in the garden, is Bill and Glenys Henderson. The Hendersons have been married 57 years and say the secret to everlasting love is good communication, being true to each other and a kiss and cuddle every day. In true Virgin style, they will be celebrating their 80th birthdays later this year with a tandem sky dive.

*Note to editors: Virgin Money commissioned a national survey of 1200 Australians aged 18-60+ in August 2007.

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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're 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 we're backed up by our world-famous Virgin customer service. There's no funny stuff, just money stuff. <http://virginmoney.com.au>

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