

Press Release

Launch Date: 1 March 2010

National Counties steps up the reward for ISA savers

On Monday 1st March, National Counties Building Society will launch its 1st Issue 45 Day Notice Cash ISA, in readiness for the start of the new tax year after Easter on Tuesday 6 April.

This new Cash ISA offers a competitive variable interest rate up to 3.10% tax-free AER* for balances of £35,000 and above. The new account is tiered, to reward growth in the balance as further subscriptions are paid in each tax year, and starts at 2.00% tax-free AER* for the minimum balance of £3,000. The 1st Issue 45 Day Notice Cash ISA will also accept transfers of previous tax-years Cash ISA balances, which will help savers achieve the maximum interest rate of 3.10% tax-free AER* by combining their Cash ISAs in one place.

Balance	Tax-free AER*
£ 3,000+	2.00%
£ 5,000+	2.50%
£10,000+	2.60%
£15,000+	2.70%
£20,000+	2.80%
£35,000+	3.10%

National Counties is offering the 1st Issue 45 Day Notice Cash ISA with no introductory or conditional bonuses and there are no limits to the number of withdrawals although, as the name of the product implies, withdrawals are only available after just 45 days notice so savers need to plan ahead to access their money.

Whilst it is being launched now, the 1st Issue 45 Day Notice Cash ISA will be available for the start of the tax-year on 6 April 2010 allowing savers using the increased allowance of £5,100 to immediately achieve the interest rate of 2.50% tax-free AER* for balances over £5,000. The 1st Issue 45 Day Notice Cash ISA can be operated by post, telephone, online or at National Counties branch in Epsom.

Full details of the **1st Issue 45 Day Notice Cash ISA** can be obtained by visiting our website at www.ncbs.co.uk, where savers can also apply online, or by calling National Counties **Customer Centre** on **01372 747771**.

*AER stands for Annual Equivalent Rate and illustrates what the annual rate would be if interest was compounded.

Information about National Counties:

- National Counties was awarded the title Best Cash ISA Provider 2009 by Moneyfacts® in June 2009, underlining National Counties' philosophy of offering consistently competitive products.
- National Counties Building Society is based in Epsom and offers a range of competitive savings and mortgage products to over 67,000 customers throughout the UK via post, telephone and the internet, along with insurance and investment services provided by its business partners.
- National Counties capital ratio (reserves: total assets) is amongst the highest of building societies in the UK, proving security for its customers and much envied financial strength.