

M&S Money searches for pets with star quality

Submitted by: pr-sending-enterprises

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Everyone believes their cat or dog is the best, and now M&S Money is giving animal lovers the chance to show the world why.

Pet insurance provider M&S Money has launched a new competition looking for a cat or dog with true star quality to feature in a future marketing campaign.

Customers are being asked to submit a photo and a few words about why their cat or dog is a star.

The winning pet will have a professional photo shoot and be featured in promotional material for a forthcoming M&S Pet Insurance (<http://www6.marksandspencer.com/pages/default.asp?PageId=petstar&Product=pi>) campaign. While the winning pet is enjoying the new found stardom, its owner will take away £100 in M&S gift vouchers.

Judith Roberts, M&S Insurance Manager, said: "This competition gives cat and dog lovers the chance to show the world why their pet is one in a million. We are really looking forward to seeing your photos and hearing why your cat or dog is so special."

1st prize: A professional pet photo shoot for one lucky cat or dog plus £100 in M&S gift vouchers to spend in-store.

2nd prize: M&S hamper plus pet treats and £50 in M&S gift vouchers.

3rd prize: M&S hamper and pet treats.

Full details on how to enter, along with competition rules can be found online through the M&S Pet Insurance (<http://www6.marksandspencer.com/pages/default.asp?PageId=home&Product=PI>) site.

All entries must be received on or before 5 June 2009

The competition judging will take place on 10th June 2009 and the winners will be informed by telephone and confirmation letter by 17th June 2009. An independent person will be present when the judging takes place.

Ends

Notes to Editors

About M&S Money

M&S Money (the trading name of Marks & Spencer Financial Services) was founded in 1985 as the financial services division of Marks and Spencer Group plc. The company is now a top-ten credit card provider and the second-largest travel money retailer in the UK. M&S Money also offers a range of insurance cover, including home insurance (<http://www6.marksandspencer.com/pages/default.asp?PageId=home&Product=HI>), pet insurance, car insurance and wedding insurance (<http://www6.marksandspencer.com/pages/default.asp?PageId=home&Product=WI>), as well as loans, savings and

investment products.

M&S Money has an executive committee comprising an equal number of representatives from HSBC and Marks & Spencer.

For further information please call the M&S Money press office:

Liz Neild

M&S Money press office

Marks & Spencer Money

Kings Meadow

Chester

CH99 9FB

01244 686 068

www6.marksandspencer.com

An ISDN line is available for broadcast interviews