

**BANK OF LONDON AND THE MIDDLE EAST LAUNCHES SHARIA'A COMPLIANT PREMIER DEPOSIT  
ACCOUNT**

**London, 15 March, 2010** – Bank of London and The Middle East plc (BLME), London's leading wholesale Sharia'a compliant bank, announced today the launch of its Premier Deposit Account (PDA), the first online Sharia'a compliant PDA in the UK. With a minimum investment of £50,000 this account is ideal for investors looking for a competitive rate of return on an ethical, alternative investment.

BLME's PDA allows the investor competitive returns on their investment deposited with BLME when compared with other UK high street institutions' deposit products. BLME pay profit upon maturity of the original agreement or on the anniversary of the investment – based on which comes first. BLME is covered by the FSCS £50,000 deposit guarantee scheme.

Humphrey Percy, CEO of BLME, said:

“The launch of the PDA highlights London's leading role in the development of Sharia'a compliant products in Europe. Since its establishment in 2007, BLME has witnessed a growing demand among medium to high net worth individuals for a banking option that incorporates the transparent and ethical principles inherent in Islamic finance with competitive returns. With the financial climate improving, individuals are looking to diversify their investments that were previously solely held by UK high street banks.”

In addition to Sharia'a values of transparency and ethical business practice, the PDA also boasts competitive rates for customers, as seen in the chart below.

<b>Term</b>	<b>£50,000+</b>	<b>£100,000+</b>	<b>£750,000+</b>
<b>3 months</b>	0.35%	0.65%	0.75%
<b>6 months</b>	2.00%	2.30%	2.40%
<b>12 months</b>	3.10%	3.40%	3.50%
<b>18 months</b>	3.50%	3.80%	3.90%
<b>2 years</b>	4.00%	4.30%	4.40%

*The rates were correct at the time of going to print, 15 March 2010. These rates do not constitute an offer.*



BLME will establish key relationships with investors and provide detailed information on its website ([www.blme.com](http://www.blme.com)). Investors will be informed of the performance and profit rate they can expect. The PDA will only be accessible online via the Bank's secured website, and it will quote in Sterling, Dollars and Euros.

Humphrey Percy added:

"The PDA expands our product offering and continues to demonstrate that BLME is an innovator of Islamic banking solutions. Excellent client services and relationship management remain a crucial value for BLME and its business approach."

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