

Press Release

A J Bell looks to the stars!

4th April 2008

As a break from the well-ordered chaos that is the end of the tax year, the A J Bell Group, one of the UK's largest SIPP and SSAS providers, took time out to look at the star signs of its SIPP and SSAS clients. The results of the two surveys are quite entertaining and illuminating.

See the Survey Results.

The first survey looked at the star sign of over 29,000 SIPP clients, with Aries (the Ram) and Taurus (the Bull) coming out as the most prominent. Capricorn (the Goat) and Sagittarius (the Archer) were at the bottom.

The second survey separately looked at the star sign of shareholding directors who are members of a SSAS (holding more than 20% of their employer's shares). Quite remarkably, Aries and Taurus again came out on top, with Scorpio and Capricorn least represented.

Andy Bell, actuary and Chief Executive of A J Bell, says "Arians are renowned for being adventurous, energetic, pioneering and dynamic. On the darker side, they are also often selfish, impatient and quick tempered which are all traits often found in individuals who like to control their own destiny, be it in their business life or with their finances."

Bell continues, "There are many famous Arians, but Alan Sugar (born 24th March) probably epitomises all that is good and bad about those born under Aries."

Bell continues, "The self-indulgent and greedy side of Taurians makes their appearance as runner up rather less surprising than their patient and reliable demeanour would otherwise suggest."

Capricorn, on the other hand sits in the bottom two positions of both league tables.

Bell continues, "This comes as no surprise as the typical Capricorn is practical prudent, disciplined, patient and careful although is not without ambition. There is however a pessimistic and almost fatalistic air of Capricorns which does not fit with the typical SIPP client or entrepreneur."

Bell concludes, "What surprises me most is the similarity in results from two distinct groups of individuals. Whilst my initial reaction is one of total scepticism, as an Arian who has set up a business, has a SIPP and is too close to the darker traits of an Arian for his own liking, I may just reserve judgment!"

END

Notes for Editors

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Our business - Market leaders, growing, innovative, own intellectual property, profitable, stable, we don't provide advice or investment management.

Established in 1995, A J Bell Group specialises in providing administration, trustee and actuarial services for SIPP and SSAS.

The A J Bell Group is now one of the largest SIPP trustee and administrators in the UK with in excess of 32,000 individual SIPPs and assets under administration exceeding £8bn. It provides third party SIPP administration services for Barclays Stockbrokers, Halifax Share Dealing, Skandia Life and E*Trade.

Recent research by CoreData Research places SIPPcentre alongside Standard Life as advisers' two most preferred SIPPs.

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