

Press Release

New year heralds a new look for A J Bell

7th January 2009

A J Bell today announces details of a new brand structure that will apply to all companies within the group. The new logo and livery will be rolled out over a 12 month period.

The main A J Bell site (www.ajbell.co.uk) is an early adopter with a new look launched on Monday 15th December 2008. The new logos have been developed under the theme of a cornucopia. The cornucopia is a motif in the shape of a spiral horn that has been a symbol of prosperity, growth and harvest since the 5th century BC.

Despite volatile market conditions A J Bell has experienced significant growth in new business that is reflected in assets under administration increasing by 65% over the last year to £8.3 billion*. This growth in assets has been as a result of strong net inflows, both into new and existing SIPP accounts, countering the fall in asset values during a period when the FTSE All Share index dropped by 32%. This has helped make A J Bell the largest privately owned provider of SIPP, SSAS and institutional stockbroking services in the UK.

Andy Bell, Chief Executive, says, "Across our business we have a mixture of brands and logos that apply to different companies and products. I felt the time was right to introduce a stronger brand architecture that makes it clear that all the products we offer are part of the same family. The new brand structure and logos are fresh and modern and reflects our optimism for continued success and growth into the future."

Details of new logos are below.

The logo for AJ Bell, featuring a red stylized cornucopia symbol to the left of the text "AJ Bell" in a dark grey serif font.The logo for AJ Bell Platinum, featuring a red stylized cornucopia symbol to the left of the text "AJ Bell" in a dark grey serif font, with the word "Platinum" in red below it.The logo for AJ Bell Securities, featuring a red stylized cornucopia symbol to the left of the text "AJ Bell" in a dark grey serif font, with the word "Securities" in red below it.The logo for AJ Bell part of, featuring a red stylized cornucopia symbol to the left of the text "part of" in a small grey font above "AJ Bell" in a dark grey serif font.The logo for Sippdeal, featuring a red stylized cornucopia symbol to the left of the text "Sippdeal" in a dark grey serif font.The logo for Sippdeal xtra, featuring a red stylized cornucopia symbol to the left of the text "Sippdeal" in a dark grey serif font, with the word "xtra" in red.The logo for Sippcentre, featuring a red stylized cornucopia symbol to the left of the text "Sippcentre" in a dark grey serif font.

* Figures are as at 30th September 2008 and include the assets under administration of Lawshare. Lawshare was acquired by AJ Bell in December 2007.

END

Notes for Editors

Pictures available here or by contacting kirsty.zollinger@ajbell.co.uk

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Our customer proposition - Market leading, low cost, transparent, service, value, choice, leading functionality, integrity, award winning.

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 and E*Trade.

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

A J Bell Group have won an array of prestigious industry awards recognising our reputation for leading products and services. A J Bell Group products include SIPPcentre, Sipdeal, Sipdealxtra and A J Bell.

